



# THE COLONY COMPREHENSIVE PLAN

**UPDATED MARCH 2023**

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# Acknowledgments

## City Council:

- Richard Boyer- Mayor
- Brian Wade- Place 3
- David Terre- Place 4
- Perry Schrag- Place 5
- Joel Marks- Place 6
- Robyn Holtz- At Large
- Judy Ensweiler- At Large

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- James Whitt, **Public Works Director**
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- Steve Schubert, **Building Official (past)**
- Brett McCullough, **Building Official (current)**
- Brian Wade, **Councilman, Place 3** and David Terre, **Councilman, Place 4**
- Karen Hames, **Planning and Zoning Commission Chairman**
- A.B. Martin, **Planning and Zoning Commission**
- **Board of Adjustment:** Gerald Odum and Dean Byers

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## Letter from the Mayor



# Adoption Resolution Placeholder

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# PURPOSE AND ROLE





# PURPOSE AND ROLE

The purpose of The Colony Comprehensive Plan is to serve as a guide for future land development within the city and its extra-territorial jurisdiction. The Comprehensive Plan is intended to be viewed in conjunction with other city-wide, long-range plans such as the Community Development Master Plan, which provides planning guidance for community facilities including parks, and the Trails and Bikeway Plan, which provides planning guidance for a connected trails and bikeway system. The Colony Comprehensive Plan articulates a community-supported, long-term vision for all land development and establishes policy to guide future changes to land development and mobility regulations. Additionally, it articulates a strategic implementation program that lays out a pathway to achieve this vision through proactive steps related to land development regulations, incentives, and infrastructure investments.

The Comprehensive Plan and the Future Land Development Vision map are intended to serve as policy guides for proposed changes to the zoning ordinance, whether initiated by the City or by individual property owners, as well as other discretionary City approvals related to land development. However, the Future Land Development Vision map does not constitute zoning. In the event of a conflict between the Comprehensive Plan and the current zoning ordinance, the current zoning ordinance prevails in all matters related to the permitting of land development.

Similarly, the Comprehensive Plan and the Future Mobility Vision map are intended to serve as policy guides for proposed amendments to the Thoroughfare Plan,

whether initiated by the City or by individual property owners, as well as other discretionary City approvals related to the use of City thoroughfares. However, the Future Mobility Vision map included in the Comprehensive Plan does not constitute the Thoroughfare Plan map. In the event of a conflict between the Comprehensive Plan and the current Thoroughfare Plan, the current Thoroughfare Plan prevails in all matters related to requirements for dedication of right-of-way and the design of City thoroughfares.

The Comprehensive Plan implementation program is intended to be a guide for establishing priorities for departmental work programs related to land development and mobility through budgeting and capital planning processes. This Comprehensive Plan implementation program is intended to be monitored and revisited regularly to track progress and make adjustments in response to changing circumstances that could not be foreseen at the time of initial drafting.

From time to time, the City may undertake comprehensive area or corridor plans that focus on parts of the city in order to provide more detailed guidance. It is recommended that such plans be incorporated into the Comprehensive Plan along with any necessary amendments to ensure consistency and to avoid duplication.

# COMMUNITY PROFILE



# COMMUNITY PROFILE

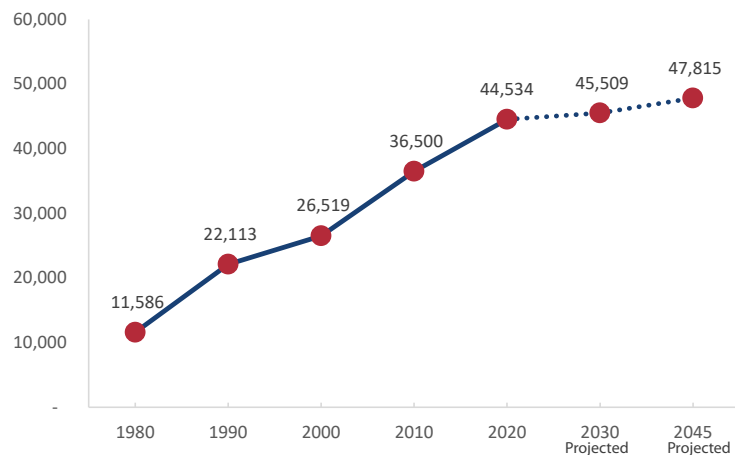
Where is The Colony today? The City needs to establish a clear understanding of the community's current conditions as it plans for the next 20 years. Collectively, this understanding of the City's needs and existing opportunities, along with the Task Force's input, created a foundation for The Colony's vision for the future.

## Demographics

The Colony has experienced rapid growth since its incorporation in 1977 and is also situated in a fast-growing region. The Dallas-Fort Worth-Arlington Metropolitan Statistical Area (MSA) has been one of the fastest growing metropolitan areas in the country over the last decade. The Colony has experienced an estimated population growth of around 23% over the past decade, increasing from 36,328 in 2010 to 44,534 in 2020.

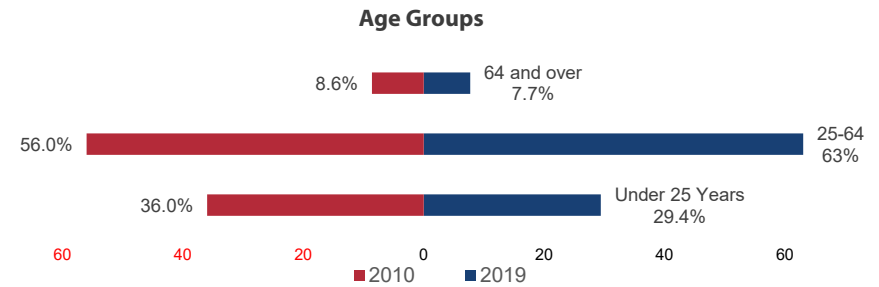
Over 50 years since The Colony was formed, population growth has fluctuated. In the early years of incorporation (1980-90), it experienced very rapid growth at a rate of 91%. Thereafter, the population growth slowed to a moderate rate. According to the North Central Texas Council of Governments' (NCTCOG) population forecast for 2030, The Colony population is expected to continue growing at the rate of 2.18% from 2020 to 2030.

### The Colony Population Growth and Projection, 1980-2045



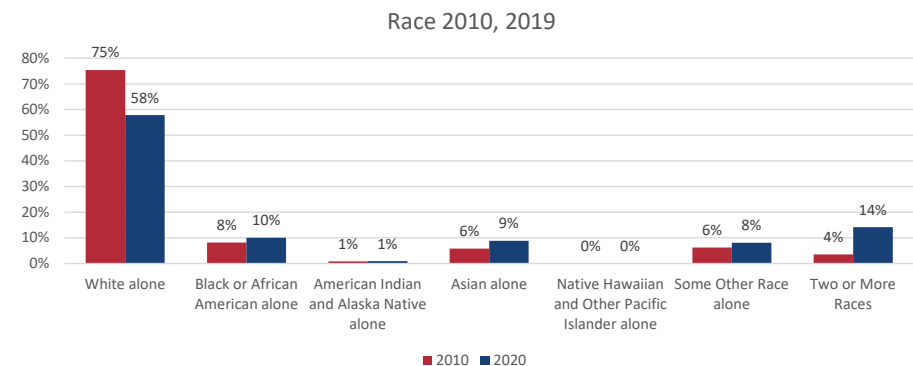
Source: US Census Bureau, North Texas Council of Government

The population of The Colony is relatively young with a median age of 35.8, individual males at the age of 25 making up the largest share of the population (2.6 K) followed by females at the age of 30 (2.3k). Collectively, the working age cohort between age of 25 and 64 made up 63% of the population as shown in the figure below. Additional demographic content is included in the Appendix of the report.



Source: American Community Survey (ACS), 2010, 2015-2019

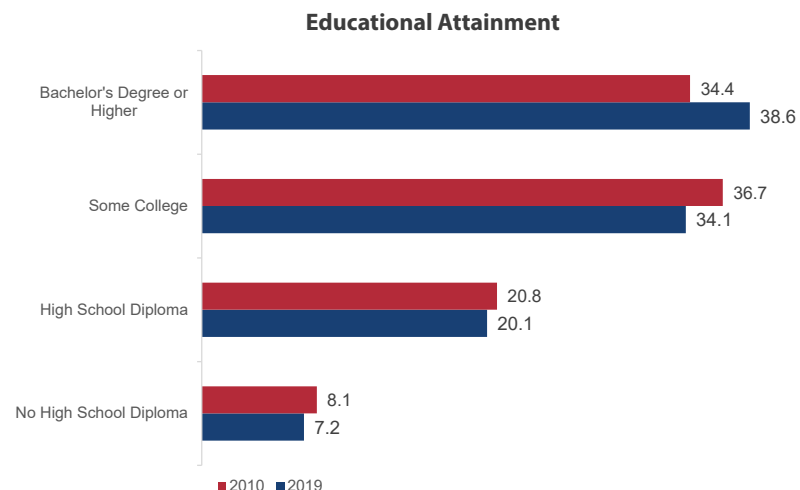
According to the ESRI Diversity Index, The Colony diversity index has increased from 61.4 in 2010 to 69.4 in 2020 and it will reach to 72.7 in 2025. (ESRI's Diversity Index captures the racial and ethnic diversity of a geographic area in a single number, from 0 to 100, For example, if an area's entire population belongs to one race or ethnic group, the area has zero diversity.) This change indicates the City is becoming more diverse.



Source: U.S. Census Bureau, 2010 & 2020 Census.



The Colony is a well-educated city with nearly 98% of population 25 years and over have a high school diploma, and about 39 percent have a bachelor's degree or higher. The City's education profile continues to improve. Since 2010 the percentage of people with bachelor's degrees or higher has grown from 34.4% to 38.6% in 2019.



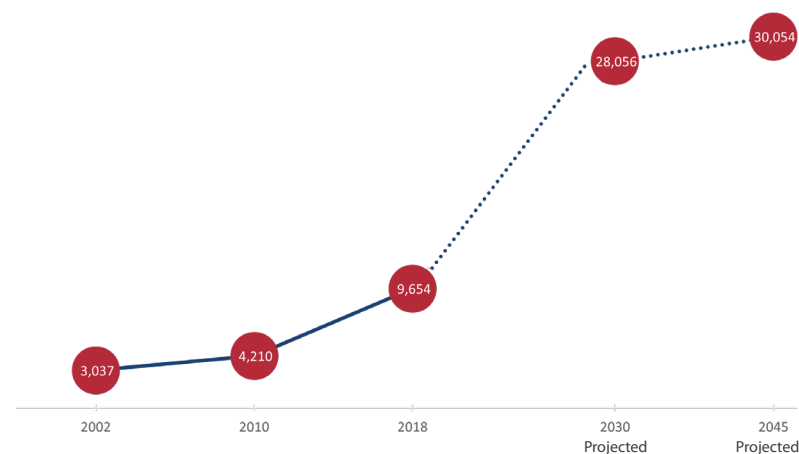
Source: American Community Survey (ACS), 2010, 2015-2019



## Jobs and Employment

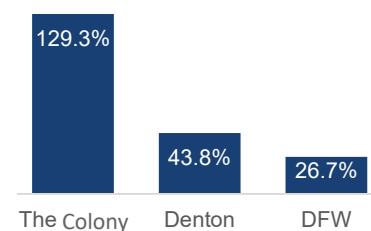
Understanding The Colony's economy helps in assessing the growth and development opportunities. This market analysis provides a high-level summary of the City's overall market condition. In the last decade, the number of jobs has doubled due to the new large-scale retail developments along Texas 121, growing at a higher rate than both Denton County and DFW metropolitan area. However, employment growth has still lagged, resulting in a shift in the jobs-population balance. In 2018, around 22,800 residents commuted to outside the city for work, while around 8,550 residents of other communities commuted in the city for work. In order to maintain the talent in the area and stimulate economic vitality, the City needs to provide opportunities to attract more relevant employment and reduce commute time.

## The Colony Employment Growth and Projection, 2002-2045



Source: On the Map, 2002, 2010 and 2018; North Texas Council of Government

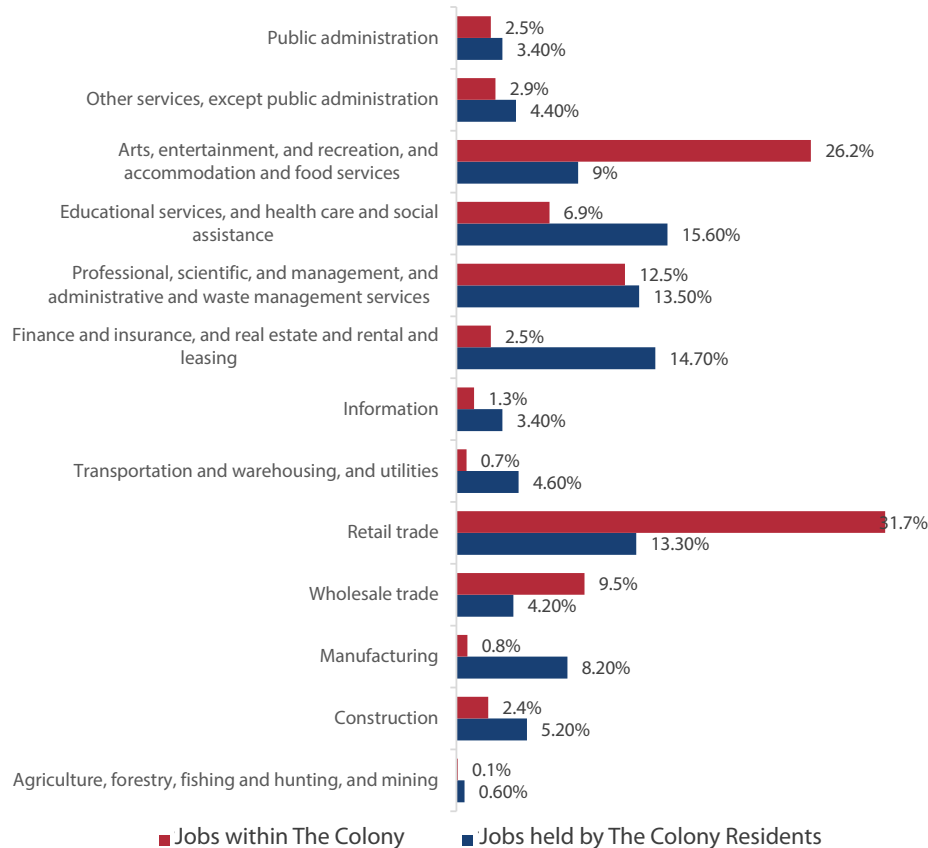
## Employment Growth Comparison, 2010 to 2018



Source: On the Map, 2002, 2010 and 2018

2019 ACS employment data indicates that large number of residents from other communities are filling jobs within The Colony in the arts, entertainment, recreation, accommodation, food service, and wholesale trade sectors. Conversely, significant number of city residents fill jobs in other communities in the educational services, health care, finance, and real estate sectors. This trend impacts the outlook for housing demand and commuting patterns in The Colony.

### Jobs within The Colony VS. Jobs held by The Colony Residents, 2019



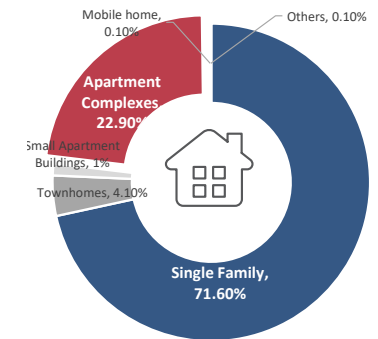
Source: American Community Survey (ACS), 2015-2019; On the Map 2018



## Housing

The Colony's existing housing assessment summarizes the current state of city's housing stock with regards to quantity, tenure, type, household size, age, and value. The data is based on 2019 ACS and 2010 U.S. Census data. Over the last decade, the median home value increased and, accordingly, the home homeownership rate decreased by 10%. In 2019, the rate of home ownership in The Colony was lower than Denton County (66%). Approximately 83 percent of The Colony's housing stock was built in the five-decade span between 1960 and 2009.

### Housing Type, 2019



Source: American Community Survey (ACS), 2015-2019

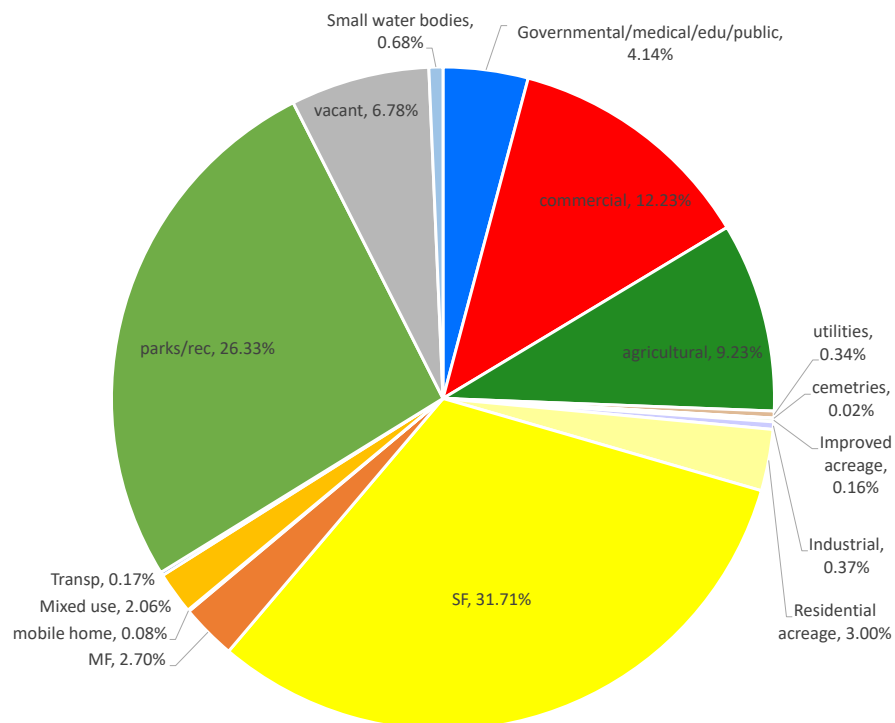
The housing type trend in The Colony is similar to many other typical suburban communities that lack diversity in housing options like townhomes, duplexes, and patio homes. Single family housing units dominate the type housing in the city with limited townhomes and small apartment buildings.

	2010	2019
Number of Households	12,757	16,391
Average Household size	2.74	2.62
Total Housing Units	13,492	17,333
Homeownership Rate	71%	61.7%
Vacancy Rate	5.4%	5.4%
Median Value for Owner-Occupied Unit	\$141,200	\$ 231,700
Median Gross Monthly Rent	\$1,126	\$1,399
Units with Gross Rent more than 30% Of Household Income	33.9%	34%

Source: American Community Survey (ACS), 2015-2019; 2010 Census.

# Land use

Existing land use data for The Colony was collected based on the input provided by the City. The City's land use pattern is clearly defined by commercial developments concentrated along the major transportation corridors and residential uses in the remaining area. The Colony's land use distribution can be divided into three main categories: land where people live (residential uses), land where people work, shop, and provide services like medical and other governmental functions (nonresidential uses), and lastly land for parks, recreation, and agriculture. Residential (all types) is the largest developed land use category,

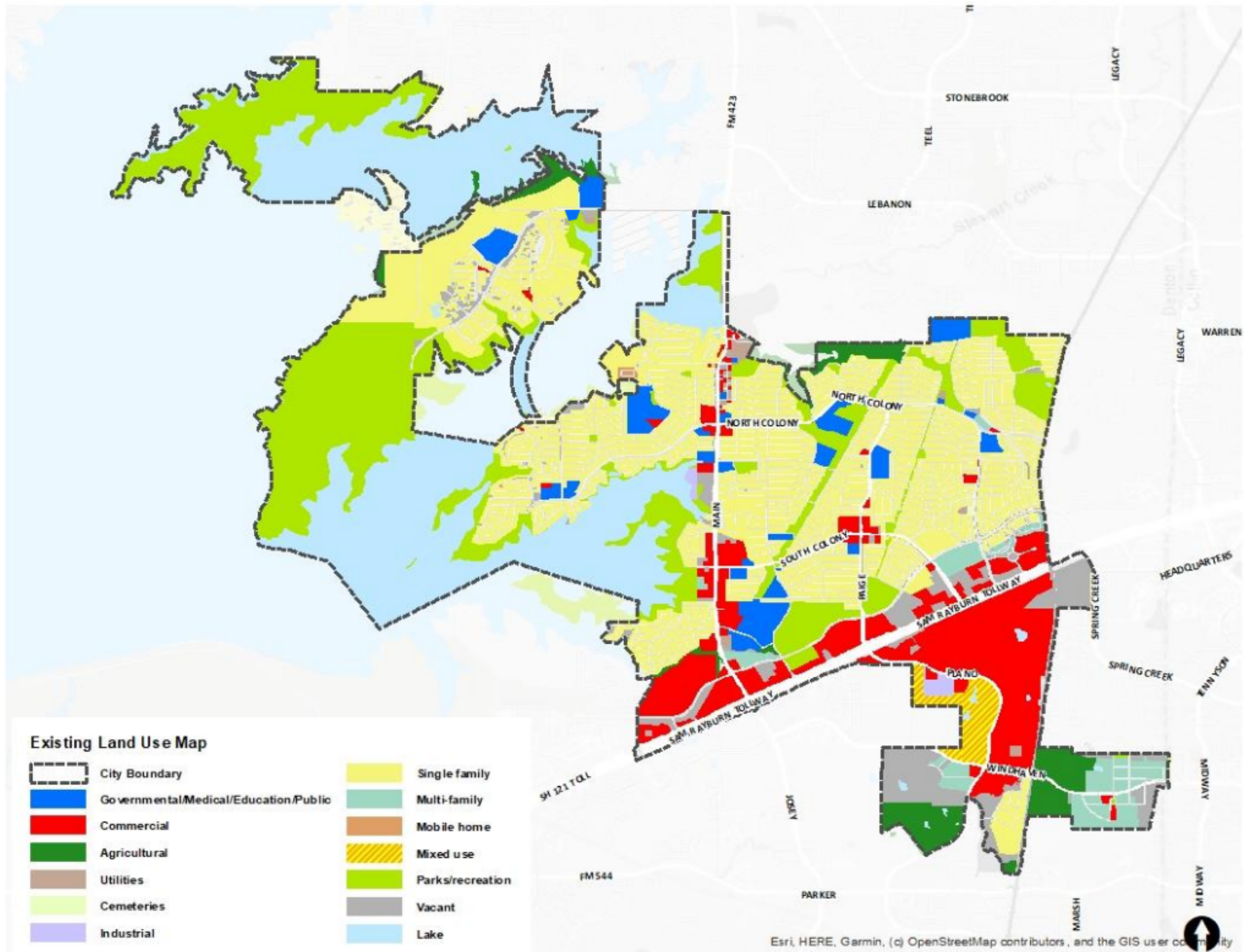


covering about 38% of the city's total area. Of this area, approximately 31% is single-family residential development and the remaining 7% comprises of other residential uses like multifamily, mobile homes, townhomes, and similar structures.

Following residential uses, the next largest percentage of land use acreage is parks, recreation, and agricultural land at about 36%. Of this, parks and recreation comprises of 26% with a large portion including the shoreline area along Lewisville Lake. The nonresidential uses like commercial, industrial, and mixed-used development cover approximately 26%, with 21% commercial land uses mostly located along Main Street and SH - 121. The commercial category includes major developments in the city like Grandscape, Live Oaks Logistics Park, and The Cascades that have become regional destinations for surrounding areas.

At the time of preparation of the map, approximately 7% vacant land area exists for future development. With limited vacant land remaining, the City is approaching build-out. In order to serve the growing population, infill development and redevelopment of existing land uses will be needed.





The Colony's overall transportation system reflects the City's origins as a post-World War II planned suburban community, though it has been influenced by trends and changing patterns evident throughout the Dallas-Fort Worth metroplex. In particular, it was built around vehicle transportation, and the City's predominance of single-family residential neighborhoods in self-contained subdivisions means that a large part of the vehicular traffic travels on a limited number of thoroughfare streets. Recent growing interest in bicycle and pedestrian travel has brought investment in several multiuse paths and trails around the City, connecting to parks, schools, and other civic and recreational amenities.

The street network in The Colony is oriented to the major thoroughfares connecting through the city and providing access to commercial nodes. These thoroughfare roads have evolved into multi-lane arterial streets. Strategic expansions and widening of the street network, such as two connector roads between Memorial Drive and SH-121 as well as Main Street widening has allowed greater circulation options in the most heavily traveled parts of the City.

Due to the geographic location, The Colony features a limited number of connecting roads through the City. Likewise, SH-121 is also a key physical feature

in the overall street network, with the only crossing locations of SH-121 being roads with freeway interchanges. The Master Thoroughfare Plan identifies the overall street network of The Colony by its functional classification. While local streets account for much more overall street mileage (by centerline) than other classes, when comparing lane mileage the classes are much closer to equal distributions.



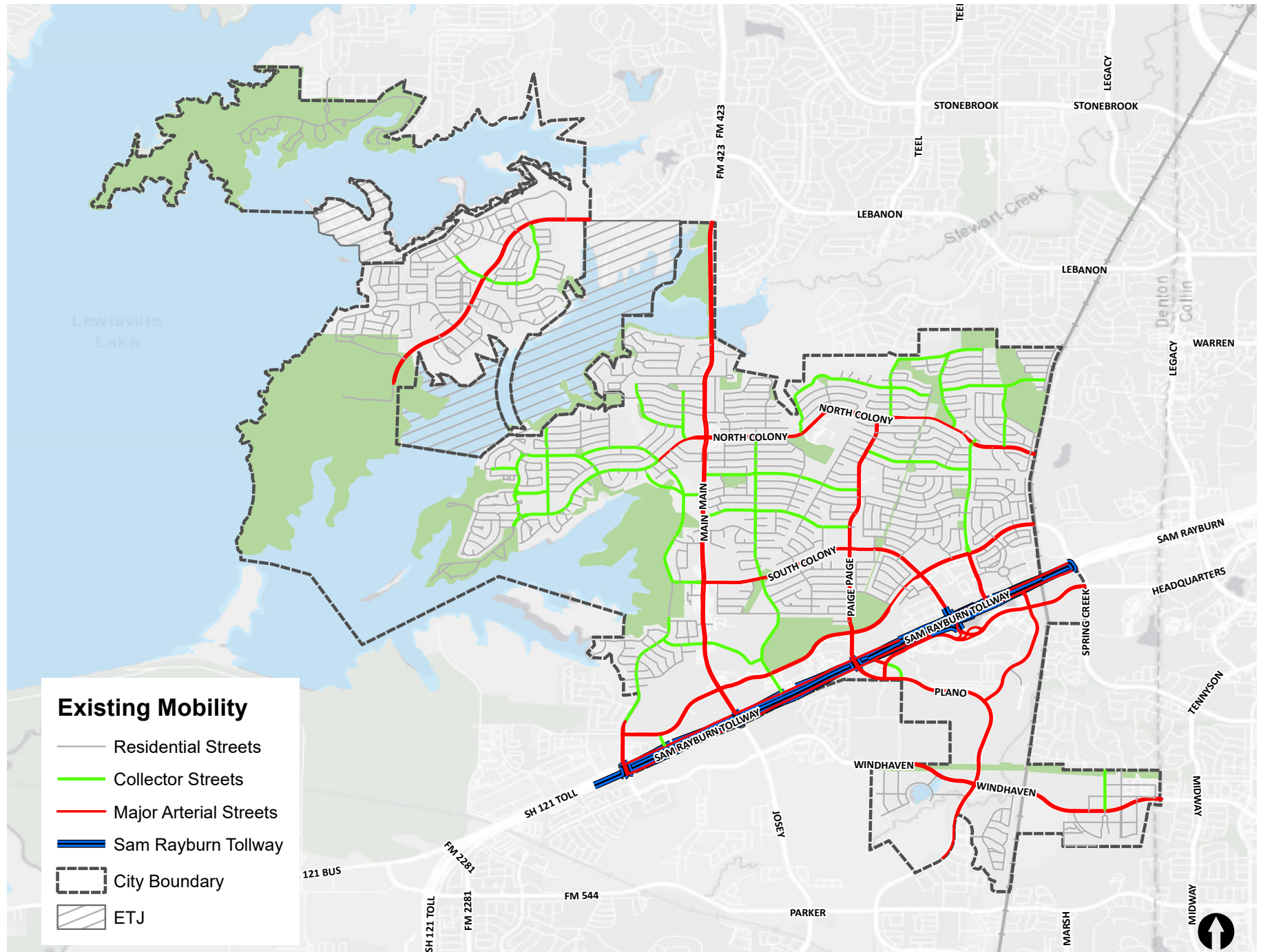
**Neighborhood Street**



**Paige Road and S Colony Boulevard**

Functional Classification	Centerline Mileage	Lane Mileage Today	Planned Lane Mileage (per Thoroughfare Master Plan)
Local	112.9	225.8	225.8
Collector	19.1	45.7	45.7
Arterial	29.9	124.6	178





# Vision and Policy





# THE COLONY VISION AND POLICY

The vision defined within this comprehensive plan document represents The Colony's desire to foster sustainable growth and success as it runs out of undeveloped land, and to build on its existing foundation of unique characteristics and strengths. This vision was carefully crafted to cherish the community's deeply-held shared values to pave the way for the future and prepare the city for the new challenges it will bring.



## Visioning Process

The Colony's vision to guide future land development was based on the input of a Technical Advisory Committee that was comprised of Council representatives, Planning & Zoning Commission representatives, and citizens, as well as key City department representatives. One-on-one interviews with committee members led to the definition of strengths, challenges, and opportunities faced by the City, based on which the vision, goals, and strategies were drafted. These were shared with the group and their further input and feedback led to more refinement and became the guiding force for drafting this document.

This Comprehensive Plan document was also shared in draft form with the community for a comment period to gather input prior to its adoption through two public hearings. The community input received during this process was incorporated into the document.



## City's Strengths/Assets

- **Best of both worlds:** small town feel with access to regional destinations
- **The Lake:** access to nature and recreational amenities
- **Quality infrastructure:** excellent schools, parks, reliable water supply
- **Trail System:** expanding trail system by the lake and access to amenities
- **Housing choices:** variety of choices that are affordable compared to neighboring communities
- **Grandscape:** major economic driver and a key regional destination within the city
- **Increasing population diversity:** although predominantly white
- **Business Friendly:** can-do attitude is leading to diverse businesses, from small local start-ups to Nebraska Furniture Mart
- **Respected City Leadership and Staff:** capable, responsive, collaborative, can-do attitude
- **Stable political leadership:** fiscally conservative and reaches consensus easily





## City's Weaknesses/ Threats/Challenges

- **Approaching build-out** : need to shift focus to infill development/redevelopment
- **Housing affordability**: beyond the reach of typical service industry workers
- **No identifiable town center**: lacks accessible and central public space for major community events
- **Lack of public transit**: limited or no appetite for introducing transit
- **Aging neighborhoods**: anticipated need for increased community investment for neighborhood upkeep.
- **Main Street traffic congestion**: handles all north-south traffic as the only thruway.
- **Signage & power lines**: creates an unsightly experience along Main Street
- **Gaps in everyday service offerings**: such as accessible grocery stores
- **No City facilities master plan**: lack of an integrated game plan for city-owned facilities and land.



## City's Future Opportunities

- Potential for new development to take advantage of the lake front for recreation and entertainment
- Improved lake connectivity and accessibility to neighborhood destinations through trails, on-street connections, and safe routes to schools.
- Support the growing community of walkers and bikers through improved roadway design emphasizing safety for all users including pedestrians, bikes, and automobiles.
- Redevelopment of older shopping centers to create walkable mixed-use centers
- Identify, prioritize, and invest in a new grocery store location
- Explore possibility of local transit circular options to serve major destinations for work and recreation
- Maintain the City's unique identity
- Invest in a City facilities master plan





## Vision Statement

*The Colony, also known as the “City by the Lake,” aspires to maintain its small-town feel as the community matures and continues to grow. The Colony is proud to maintain a vital economy, high quality of life for its residents, and a variety of lifestyle choices for its increasingly diverse community.*





**As The Colony approaches build-out, it will continue to grow and maintain economic vitality, fiscal viability, and enhanced quality of life for all residents, through a smooth transition from reliance on greenfield development to more sustainable redevelopment and infill development.**

## Citywide Policies

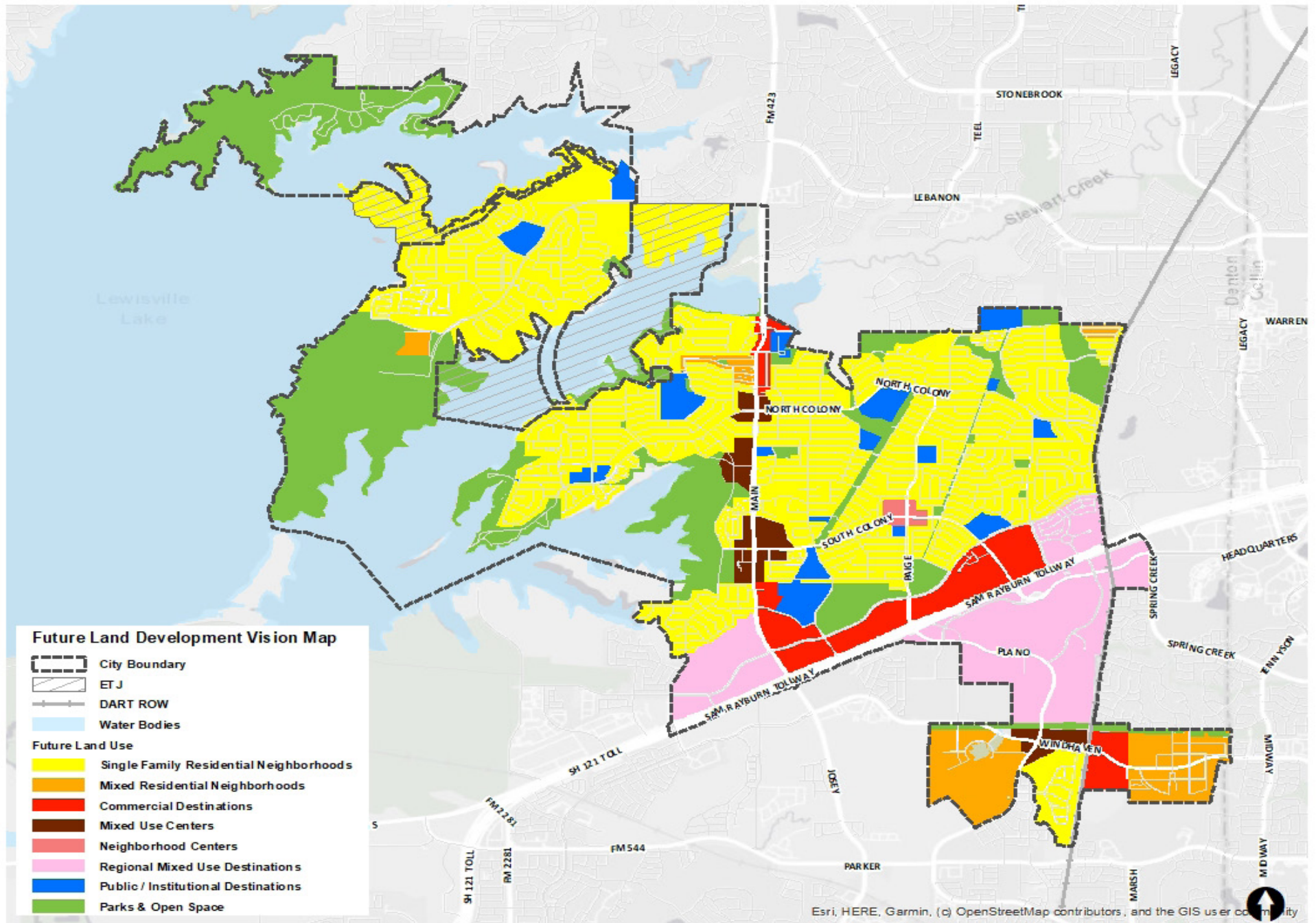
The following citywide policies are intended to advance The Colony's vision for future land development:

- Promote neighborhood stability, safety, and quality of life through thoughtful and context-sensitive placement and design of new housing, accessible neighborhood services, and multimodal linkages.
- Support the emergence of new, walkable, mixed-use neighborhood centers in appropriate locations to provide convenient access to daily goods and services and to create serendipitous meeting/gathering places for residents.
- Support the growth of mixed-use regional business centers in appropriate locations with complementary development in their vicinity, to grow the tax base, promote job creation, and increase community access to a diverse range of desirable goods and services.
- Foster development of a connected system of publicly accessible parks, open spaces, and trails by taking advantage of under-utilized areas such as floodplain areas, utility corridors/easements, and street rights-of-way.
- Encourage appropriately scaled and environmentally conscious lakeside development to enhance access to this valuable community amenity.
- Promote community resilience and more effective and efficient use of City-owned land and facilities through co-location of public services and amenities, collaboration with non-profit public service institutions, and improved access and coordination of service delivery.

- Encourage new ways to provide a variety of affordable and diverse housing options in appropriate locations to meet the growing and changing needs of City residents.



**Future land development vision featuring sustainable redevelopment with improved accessibility**

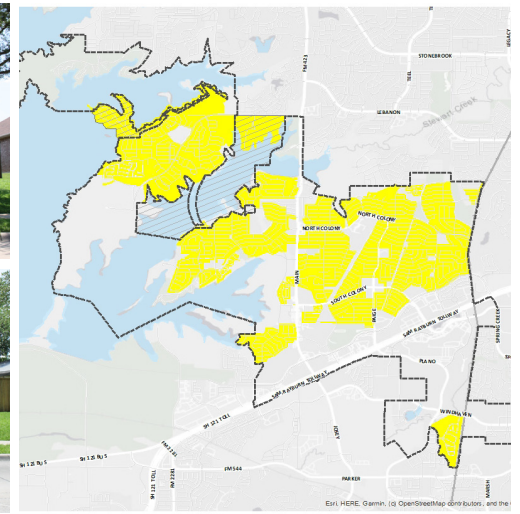






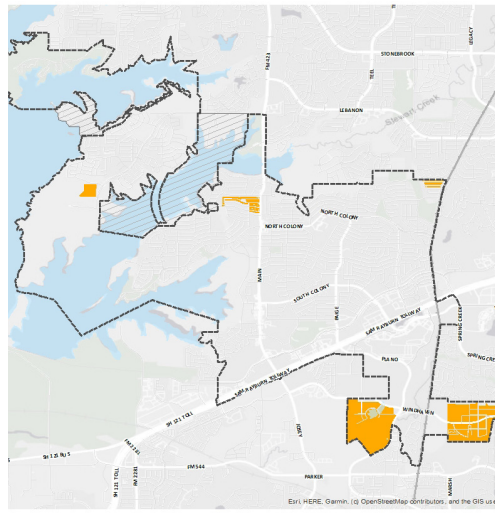
## Future Place Types

The Future Land Development Vision Map depicts the general location of Future Place Types to illustrate desired future land development patterns and relationships. These Place Types are not intended to be confused with existing zoning or play a direct role in the day-to-day regulation of land development. Rather, they are intended to provide general direction and policy guidance for future changes to zoning as well as for public infrastructure investments to support development and community service needs as The Colony prepares for future growth primarily through redevelopment and infill development. The descriptions of these Place Types address a broad range of land use, urban design, and mobility considerations and are intended to be applied to the entirety of the areas depicted on the Future Land Development Vision Map. They are not intended to be seen as site-specific land use recommendations.

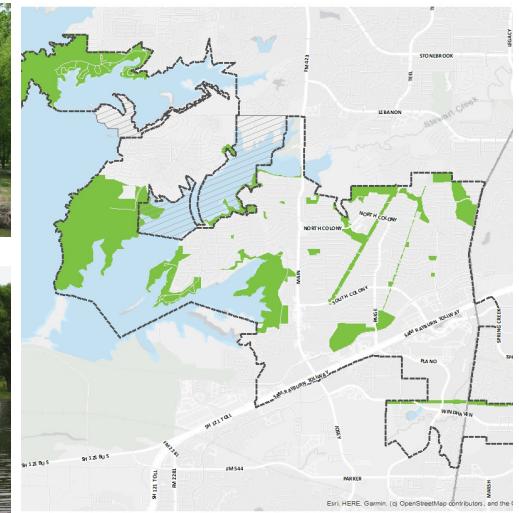


**Single Family Residential Neighborhoods:** These places are intended for traditional, single-family, detached homes on individual lots in a low density environment ranging from 3 to 12 units per acre. A wide range of home styles are encouraged, although a unifying neighborhood character is achieved by individual homes being set back from the street with front yards. Most of these areas are already built out with existing residential subdivisions and the vision calls for maintaining the existing character of these neighborhoods. Streets within these areas are primarily intended to serve local circulation at low speeds, with sidewalk connections and bicycle accommodation for access to nearby schools, parks, the trail network, Neighborhood Mixed-Use Centers, or Main Street Mixed-use Centers. Some single-family residential neighborhoods are located within The Colony's Extra Territorial Jurisdiction (ETJ) which may be annexed into the city in the future. Although outside current city limits, these areas must be developed according to established city standards.

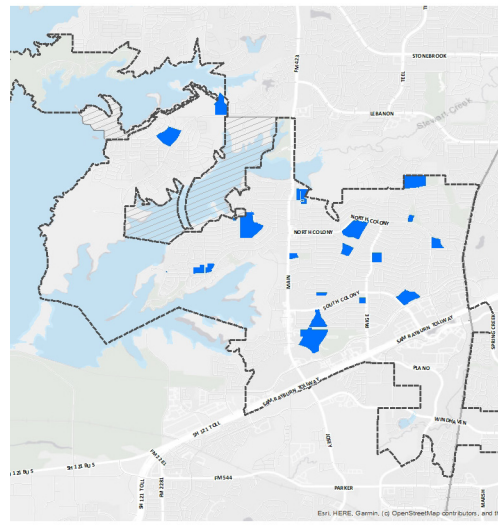




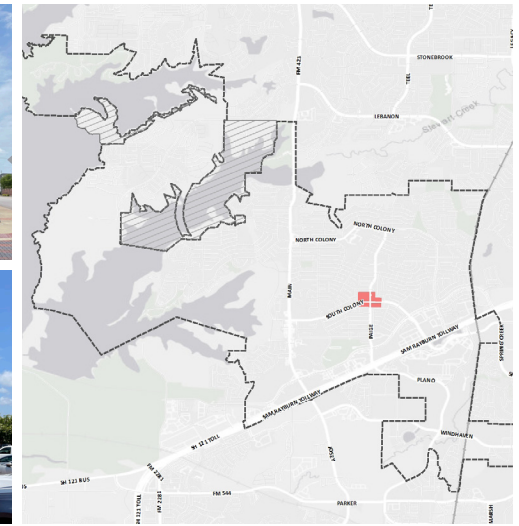
**Mixed Residential Neighborhoods:** These places are intended to integrate a wide variety of housing types other than detached single-family, including patio homes, duplexes, town homes, condominiums, and multiple-family dwellings, ranging in density from 13 to 40 units per acre. Although intended to be primarily residential, these areas would also support compatible non-residential uses that provide goods, services, and amenities that are easily accessible within the neighborhood. These non-residential uses would ideally be located at local street corners and along collector thoroughfares, and may be incorporated into the ground floor or street level of residential buildings. These places are developed in a highly pedestrian-friendly format to encourage safe walking and biking to nearby destinations and amenities including parks and trails. Streets within these areas must be able to handle significant vehicular traffic and be designed for slower speeds, with careful consideration for the safe accommodation of pedestrians and bicycles, particularly at intersections.



**Parks and Open Space:** These places serve the purpose of maintaining a connected network of local and regional, active and passive outdoor recreational areas within the city as well as to protect environmentally sensitive land near Lake Lewisville and creeks. These places contribute significantly to the quality of life of residents and help preserve the hometown feel and identity of the “City by the Lake.” Under-utilized land along utility corridors, street rights-of-way, and floodplain areas can also contribute to these places by serving as connectors in the network. The City’s Trail and Bikeway Plan and Parks Master Plan provide guidance for identifying locations that can serve the City’s future open space and recreational needs.

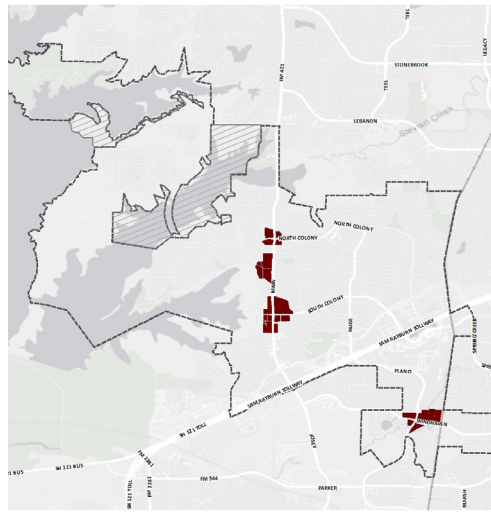


**Public / Institutional Destinations:** These places serve the purpose of providing convenient access to essential public and non-commercial services. They are intended for governmental, educational, social, religious, cultural, recreational, health care, and utility facilities. These places are usually embedded within neighborhoods and may serve as family-friendly gathering spaces for social and cultural interaction. The vision promotes the concept of co-locating compatible public/institutional land uses on the same site or immediately adjacent, to create “lily pads” that support community resilience by providing easy access to multiple public services in the same location. While connectivity and easy access to surrounding neighborhoods is important to these places, so also is attention to impacts of on-site activities on surrounding residential areas through review of site plans and adjacency considerations.

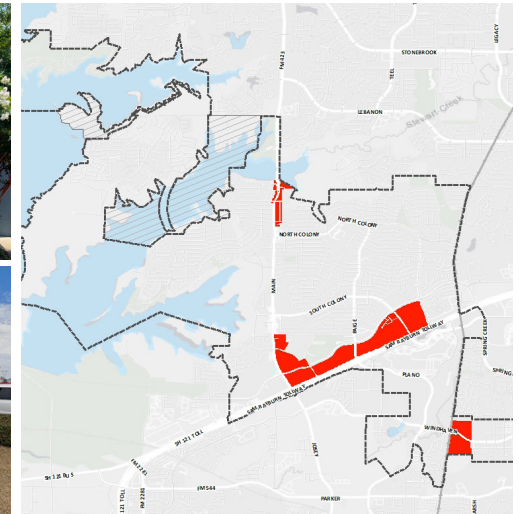


**Neighborhood Centers:** These places are intended to provide convenient access to daily goods and services for adjacent neighborhoods. They also serve as neighborhood activity centers that create serendipitous meeting/gathering spaces for local residents. They are located at the intersection of arterial or collector thoroughfares in close proximity to residential neighborhoods. They include a rich mix of small-scale retail, general sales, and services in a highly walkable format designed to encourage human interaction. These places are anticipated to create affordable opportunities for entrepreneurial business startups that provide unique retail or service offerings. Although these places provide for vehicular access and parking to serve a larger market, local residents are encouraged to walk and bike here by providing enhanced pedestrian and bicycle amenities and connectivity to the adjacent neighborhoods.

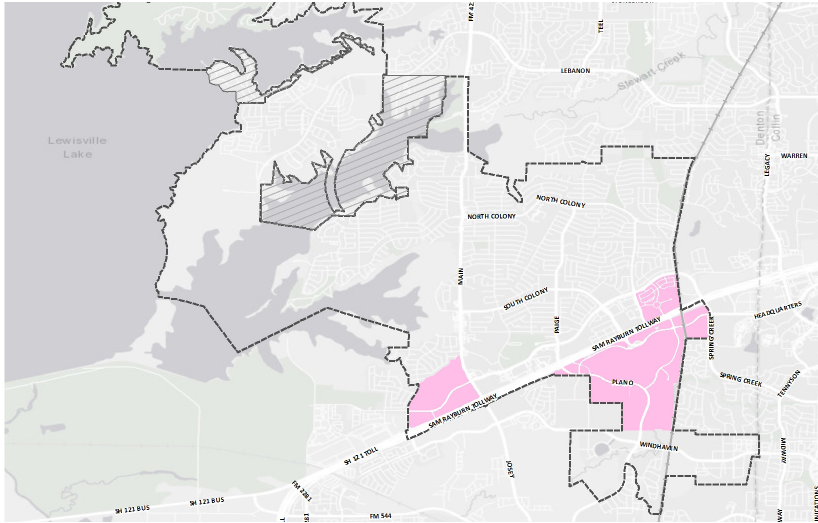




**Mixed-use Centers:** These places serve as activity centers and community destinations that take advantage of proximity to lakeside trails and amenities to enhance the character of Main Street as a gateway corridor to The Colony. These places would include a rich mix of retail, entertainment, and community service uses, as well as moderate density residential uses such as town homes, duplexes, and patio homes to increase middle housing options and to help support retail. Although currently built in a highly automobile-oriented format, these places are envisioned to transition through infill and redevelopment into walkable and bikable destinations for surrounding neighborhoods as well as for recreational tourists who come to enjoy the lakeside trails and amenities. The success of these places will depend on special attention to pedestrian and bicycle safety and amenities through individual site design as well as roadway design on Main Street, particularly at intersections. An equally important consideration is the design of safe and convenient connections to these places from lakeside trails and amenities.



**Commercial Destinations:** These places serve the purpose of providing community access to a broad range of good and services. They include a wide variety of retail, personal and business services, offices, commercial recreational facilities, and storage and limited small-scale production facilities. These places are located along major arterial thoroughfares and function primarily as driving destinations. However, in order to encourage alternative modes of transportation from nearby residential neighborhoods, site planning and design in these areas should accommodate pedestrians and bicycles through such means as the design of sidewalks, driveway curb cuts, parking lots, shaded pathways from the street to building entrances, and provision of bicycle parking. Commercial destinations located along Main Street are expected to contribute positively to the character of this primary gateway corridor to the city, through landscaping along the street edge and appropriate scale and character of signage.



**Regional Mixed-used Destinations:** These places provide regional employment and shopping centers serving both residents of The Colony and a wider regional audience. They may include a rich mix of business, commercial, office, retail, entertainment, production, storage, hotel/hospitality, and higher-density residential uses. They also provide larger scale community event venues and serve as important community gathering spaces. These places are expected to contribute significantly to The Colony's tax base, job market, and community quality of life and thereby enhance the City's economic vitality. They are typically located within easy access to regional transportation corridors and are expected to pay careful attention to the management of traffic circulation. These places also afford unique opportunities for innovative land use and transportation technology solutions such as automated transit circulation and automated parking for more efficient transportation management and to enable visitors to conveniently park once and walk or take shared transit to multiple destinations.



Existing developments in The Colony





## Future Mobility Vision

As The Colony matures and redevelops, a wider variety of safe and sustainable options will be provided for its residents to travel to and from local destinations, in response to growing demand from its hike and bike community.

### Citywide Policies

The following citywide policies are intended to advance the goal of greater accommodation and safety for all modes of transportation within The Colony:

- Incorporate context-sensitive, complete street principles into the design and operation of roadways to ensure safety of all modes of transportation, including pedestrians, bicycles, and automobiles.
- Support the goals of the Trail and Bikeway Master Plan by creating safe, on-street linkages for pedestrians and bicycles from neighborhoods to the existing and planned off-street trail network to support active, healthy life styles for residents.
- Create safe routes along the roadway network for pedestrians and bicyclists to travel within neighborhoods to and from local destinations such as schools, parks, recreation centers, and other popular neighborhood activity centers.
- Support the creation of key multimodal corridors as shown on the Mobility Vision Illustration to encourage bike and pedestrian modes for short trips and to help reduce the volume of vehicles on the roadway network.
- Create safe pedestrian and bike connections across and along Main Street to lakeside trails and amenities to bridge the gap between residential neighborhoods east of Main Street and Lake Lewisville.
- Encourage pedestrian and bicycle amenities as part of site planning and design of local destinations, including reduced automobile parking (where warranted), bike racks, and shaded pathways to building entrances from streets and sidewalks and nearby trail.
- Encourage public-private partnerships to pursue innovative mobility solutions through the use of technologies such as automated local transit circulators and automated parking to enable efficient and effective transportation management in high traffic areas, particularly at Regional Mixed-use Destinations.



Future mobility vision allowing access to all users



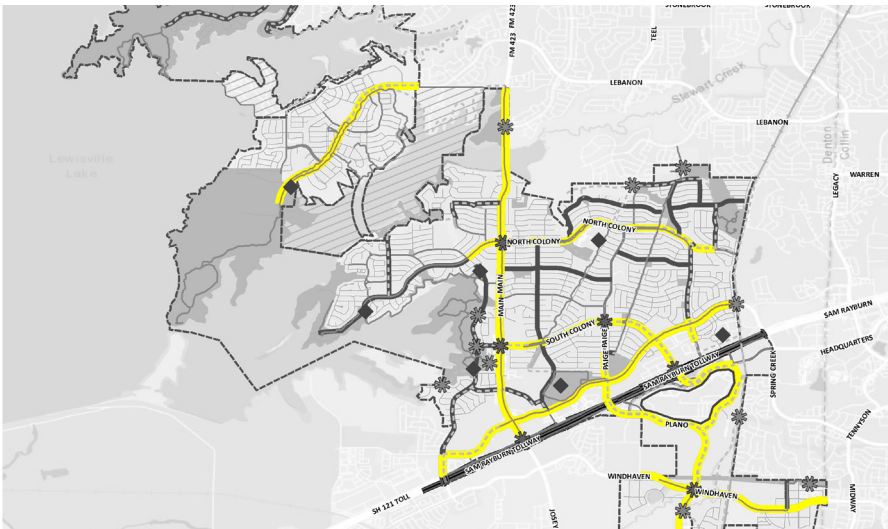




## Future Mobility Vision

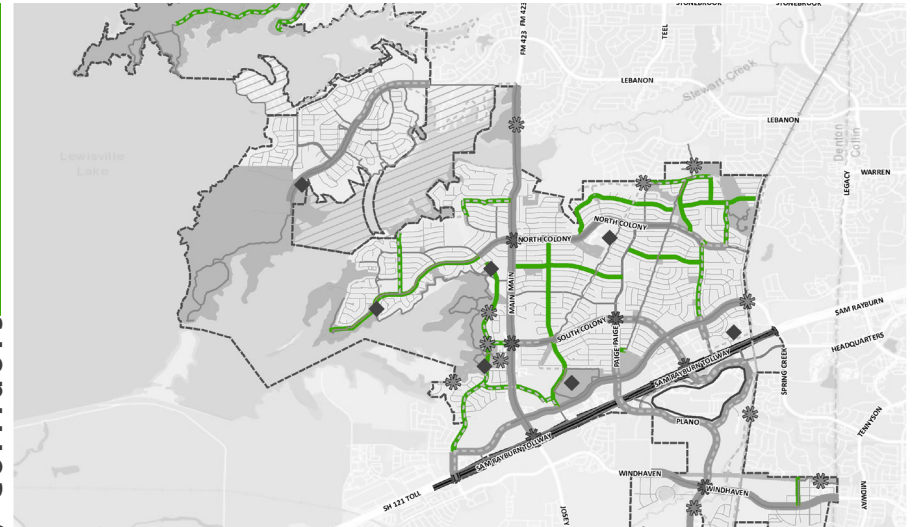
The Future Mobility Vision Map defines the general mobility priorities desired for the City to safely accommodate all modes of transportation. This Mobility vision provides general direction and policies to guide future investment in public infrastructure that supports the Future Land Development Vision and the needs of the community. This vision also provides a guide for updating the Master Thoroughfare Plan for the city. This vision is intended to be used alongside the Bikeway and Trails Plan and the updated Master Thoroughfare Plan.

### Multimodal Corridors

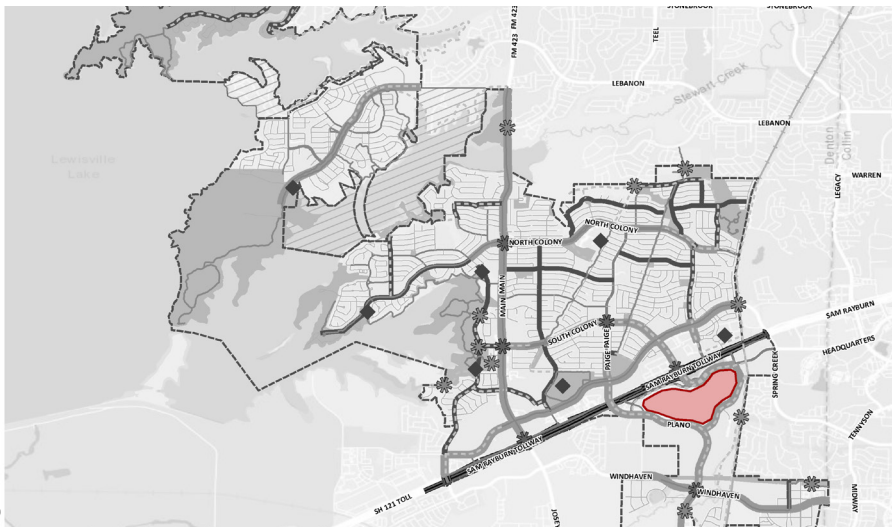


The Mobility Vision identifies the need for key thoroughfares to serve as multimodal corridors. The design of these roadways should accommodate all modes, including bicycles, pedestrians and vehicles with on-street trails/ shared use paths suited to the context, as noted in the Trails and Bikeway Plan. These multimodal corridors are intended to provide for alternative modes of travel along major thoroughfares linking major destinations in the city to the neighborhood corridors as well as trail network, promoting active and healthy lifestyles and supporting the growing community of walkers and bikers in The Colony.

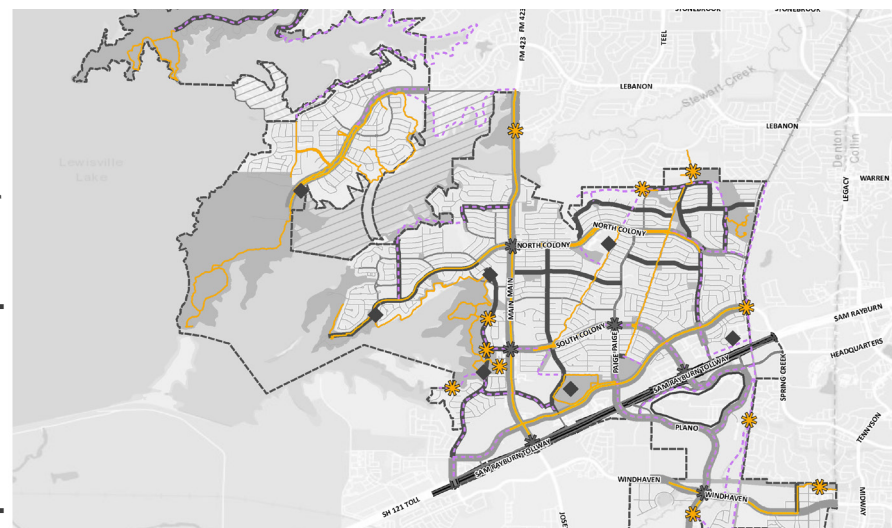
### Neighborhood Bikeway Corridors



These corridors are mostly along the collector streets, with some exceptions, in a residential setting providing connections to the major thoroughfares as well as citywide trail system. These neighborhood corridors connect the residential land uses to neighborhood parks, athletic fields / complexes, off-street trails and other desirable destinations. These corridors provide opportunities for well-signed on-street bikeways or off-street shared use paths with landscaping and street furniture to create a pleasant and safe environment for walking and biking.

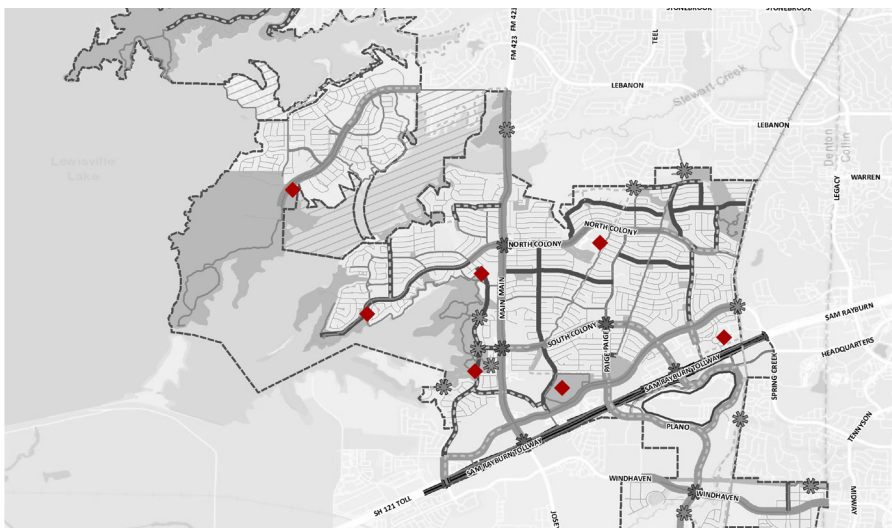


The Nebraska Furniture Mart and Grandscape area is a regional destination with entertainment, dining, and shopping that attracts a local and regional audience. This area is easily accessible from SH-121 / Sam Rayburn Tollway, generating a high amount of traffic. The Mobility Vision identifies this location as a great candidate for exploring innovative technological solutions through public-private partnerships to support a richer mix of land uses and better manage the internal traffic circulation and parking through such means as automated/ autonomous transit circulators to enable visitors to park once and get to multiple destinations via transit.



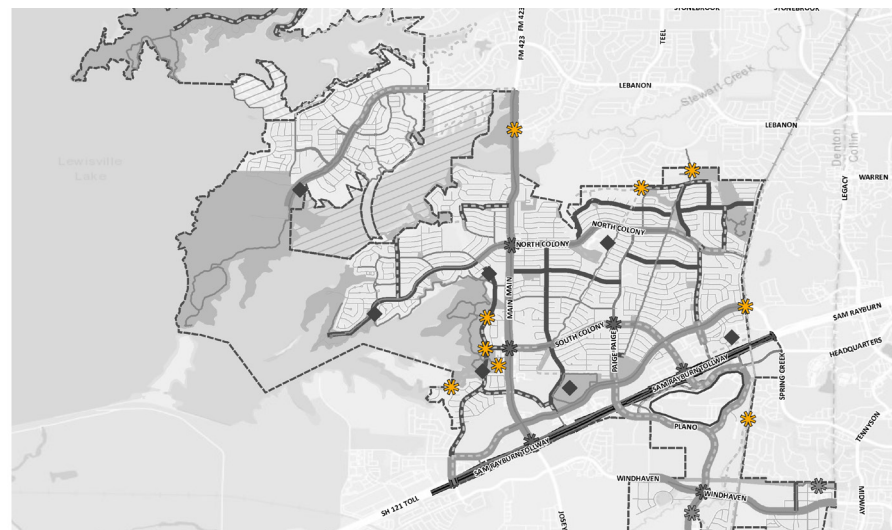
The City's Trails and Bikeway Plan calls for improved, accessible, and safe bicycle and pedestrian connections within the city with contextual design for enhanced quality of life for all residents. Some of the corridors identified in the Bikeway Plan are reflected in the Mobility Vision Map to serve as multimodal / neighborhood corridors that accommodate walking and biking along with vehicular traffic. The City has invested and continues to expand on its high quality citywide trail system providing recreational opportunities, healthy lifestyle choices as well as safe access to the Lake, parks, schools, and other major destinations.





Trailheads provide safe and direct access to the trail system for users who arrive there by different modes. The Mobility Vision calls for new and/or enhanced trailheads at specific locations besides those identified in the Bikeway Plan. Some additional locations are along Shoreline Trail, particularly near Main Street that would provide enhanced access to the Lake for neighborhoods and also serve to increase the attractiveness for future development at these locations. Trailheads should consider amenities such as parking, information kiosks, restrooms, trail/destination signage, information, and access to nearby destinations.

## Trail Gateways

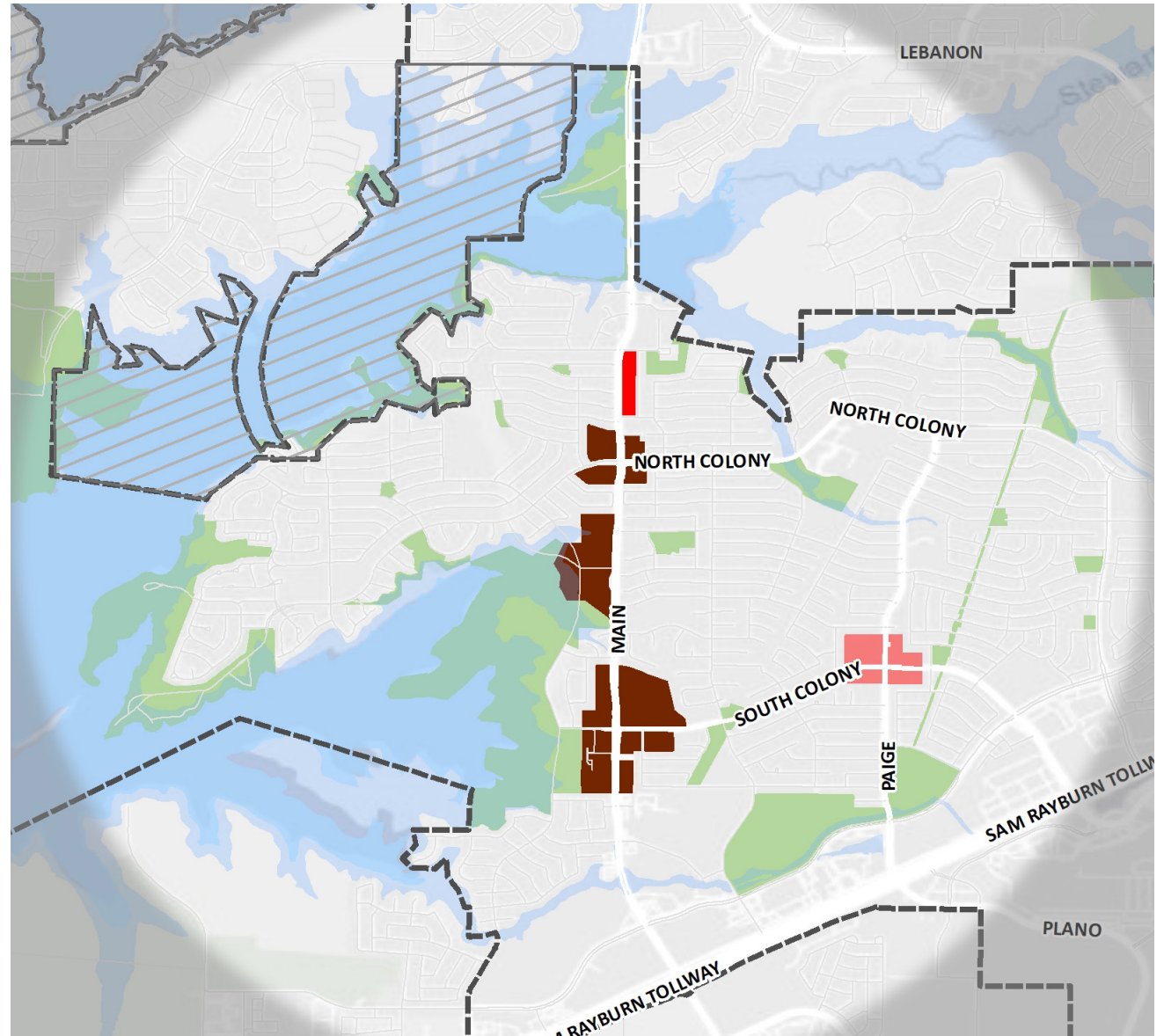


The Trail gateways are key locations that connect the existing or proposed trail network to major destinations. Most of the locations were identified in the Trails and Bikeway Plan. Some additional locations were identified by the Shoreline Trail to better connect existing and future developments with lake adjacency provide linkage to the trail network. These gateways may include signage and wayfinding to nearby destinations and destination signage with mileage.



## Strategic Focus Areas

Five focus areas were identified at key locations where policy actions and proactive improvements by the City could catalyze or encourage redevelopment in a manner that would advance the future development vision. These areas can serve as pilot projects or test cases for the City to explore new ways to grow through redevelopment in a manner that adds value and quality of life to the community. The opportunities for future redevelopment in these focus areas are highlighted here to illustrate the application of the Future Land Development Vision and policies and to guide implementation strategies that are addressed later in this plan. A map highlighting the five focus areas is shown on this page.

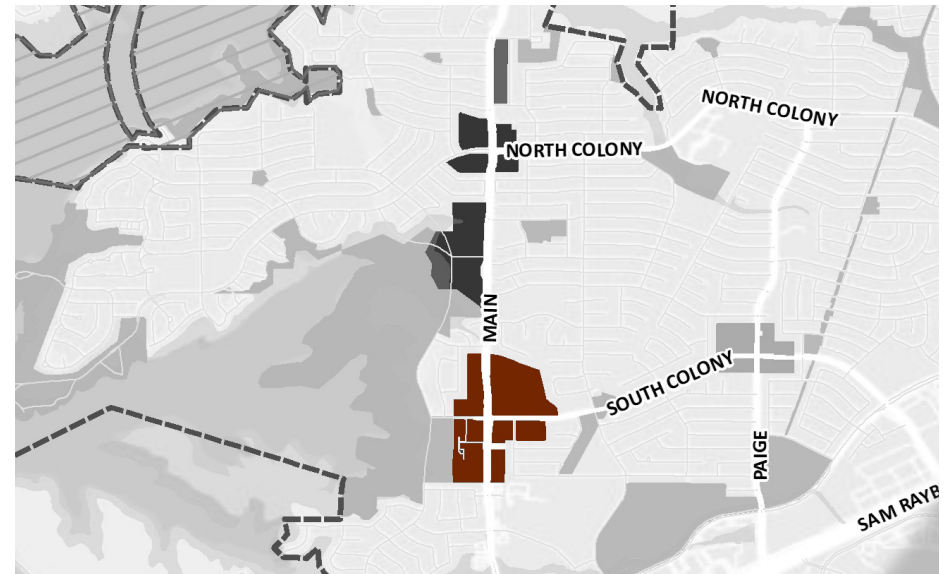


## Main Street and South Colony Boulevard Mixed-use Center

### Area characteristics

This focus area is identified because of its location at the most significant thoroughfare intersection near Lake Lewisville. It represents an underutilized opportunity for a future mixed-use community destination near the Lake.

- Main Street is the only north-south thoroughfare running through The Colony, connecting neighboring cities to the north and south to SH-121.
- Main Street carries higher traffic volumes at comparably higher speeds and currently acts as a physical barrier between residential neighborhoods to the east and Lake Lewisville to the west, with community concerns regarding traffic congestion and safety.
- Roadway corridor is owned and operated by TxDOT which completed improvements and widening in 2018 to 2020, although it was not built to its full capacity.
- South Colony Boulevard is one of the primary east-west thoroughfares running through The Colony and connects across SH-121 from Main Street to Grandscape.
- Properties adjacent to the intersection of Main Street and South Colony Boulevard are privately owned and currently developed in a typical suburban automobile-oriented shopping plaza format with multiple commercial uses, surface parking adjacent to the street, and a disconnected and unsafe walking and biking environment.



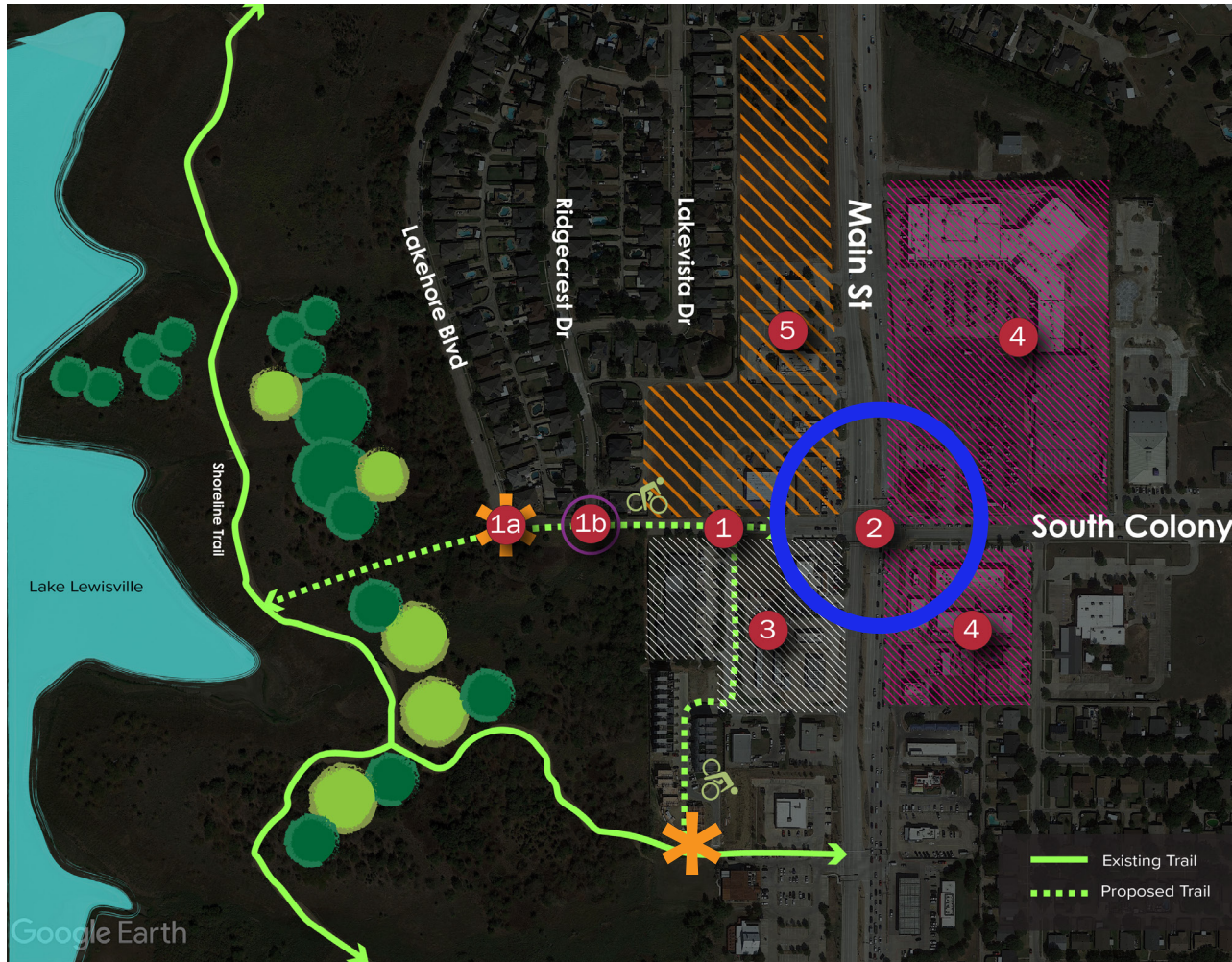
- Connectivity across Main Street is not bicycle and pedestrian friendly.
- Existing uses include a mix of chain stores and restaurants, local community service uses, offices, a few religious and educational uses, and a gas station.
- Recent development of lakefront townhomes on Westport Drive, at the south-western edge of this focus area, can be seen as a positive addition, introducing some new urban housing options and helping to support community retail and services.



## Key redevelopment opportunities

A unique gateway to The Colony is envisioned for this focus area to create a vibrant and walkable mixed-use destination through targeted public improvements and private infill and redevelopment, incorporating viable existing uses while adding new attractive lakefront amenities and community-serving businesses. The opportunities below articulate a new vision for the focus area and are highlighted on the vision map:

### Main Street and South Colony Boulevard Mixed-use Center



- 1 Improved Connections to Shoreline Trail:**  
Shoreline Trail runs along the edge of Lake Lewisville just west of Main Street, extending around the Lake to connect to the Stewart Creek Public Sand Beach. This trail lies so close to Main Street yet so far in terms of accessibility to The Colony neighborhoods to the east. This vision is inspired in large part by its Lake adjacency and the potential for better connections to the Shoreline Trail system. Two such opportunities are identified for improvement connections along with proper wayfinding signage identifying the focus area as a destination from the trail system and the Main Street-South Colony intersection:

- A new trailhead opportunity where South Colony meets Lakeshore Boulevard:**
  - 1a Colony meets Lakeshore Boulevard:** The current emergency access connection from South Colony to Lakeshore Boulevard could be improved with bicycle and pedestrian amenities incorporated both into the public right-of-way and new adjacent developments.
  - An improved connection from Main**
- 1b Street to Ridgepointe Park Trailhead:** This trailhead currently lacks easy/direct access for

automobiles, bikes, and pedestrians. Creation of a pedestrian/bike pathway along West Port Drive to Main Street as well as improved automobile access to the trailhead parking lot are both called for.

**2 Main Street - South Colony Intersection Improvements:** Although sidewalks and crosswalks exist, significant improvements are needed to prioritize safe and convenient pedestrian and bike connectivity across the streets by reducing crossing distance at the intersection and providing refuges at the medians. This is also an opportunity to create a “Gateway to The Colony” ambiance by adding monument signage and public art and underground overhead power lines at the intersection. These improvements will also reinforce the vision of Main Street and South Colony Boulevard as multimodal corridors as described in the Mobility Vision.

**3 Shoreline Trail-front Destination:** The southwest quadrant of the Main Street - South Colony intersection offers a unique opportunity for future redevelopment into an attractive destination featuring a combination of restaurants, family-friendly entertainment, and hospitality built around improved connections to the Shoreline Trail. This destination would offer excellent views of the Lake while creating an inviting and pedestrian friendly gateway frontage to The Colony along Main Street. There are several existing assets such as Angelina’s Don Francisco’s Tex-Mex restaurant that can fit well into this vision.

**4 Neighborhood Shopping Destination:** The northeast and southeast quadrants of the Main Street - South Colony intersection offers an opportunity for infill and new development to expand the retail and service offerings while enhancing the pedestrian and bike accessibility from neighborhoods to the east. There are several existing assets such as The Dental Depot, Texas Family Fitness, and Big Lots that fit well into this

vision. Infill development with pedestrian-friendly, street-facing retail can be encouraged through a more efficient shared parking model that encourages visitors to park once to visit multiple destinations in the focus area, and through shared access easements and curb cuts among adjacent lots. The vacant property north of the shopping center affords the opportunity for townhomes, duplexes, or patio homes to add to housing options available to the community and to support the retail while serving as a buffer to the adjacent single-family neighborhood.

**5 Mixed-use Business Destination:** The northwest quadrant of the Main Street - South Colony intersection offers an opportunity to transform into a thriving mixed-use business destination for The Colony community by encouraging a more efficient shared parking model and shared access easements. The vacant property on the northern edge of the focus area is an opportunity for development of office/flexible work-space to support new businesses and entrepreneurial activity in the community. The vacant lot off South Colony Blvd, in close proximity to new trailhead, is an opportunity for attractive townhomes, duplex, or patio style homes that would also serve as a buffer between the commercial uses and single family residential uses.

# Main Street and Nash Mixed-use Center

## Area characteristics

This focus area is identified because of the availability of significant undeveloped land adjacent to the Lake, and the proposed relocation of City Hall and administrative offices to this location. The proposal to relocate/consolidate City administrative offices in the Trinity North Building and the predominance of undeveloped land in this focus area provides the impetus and opportunity for a new vision to transform this under-utilized area.

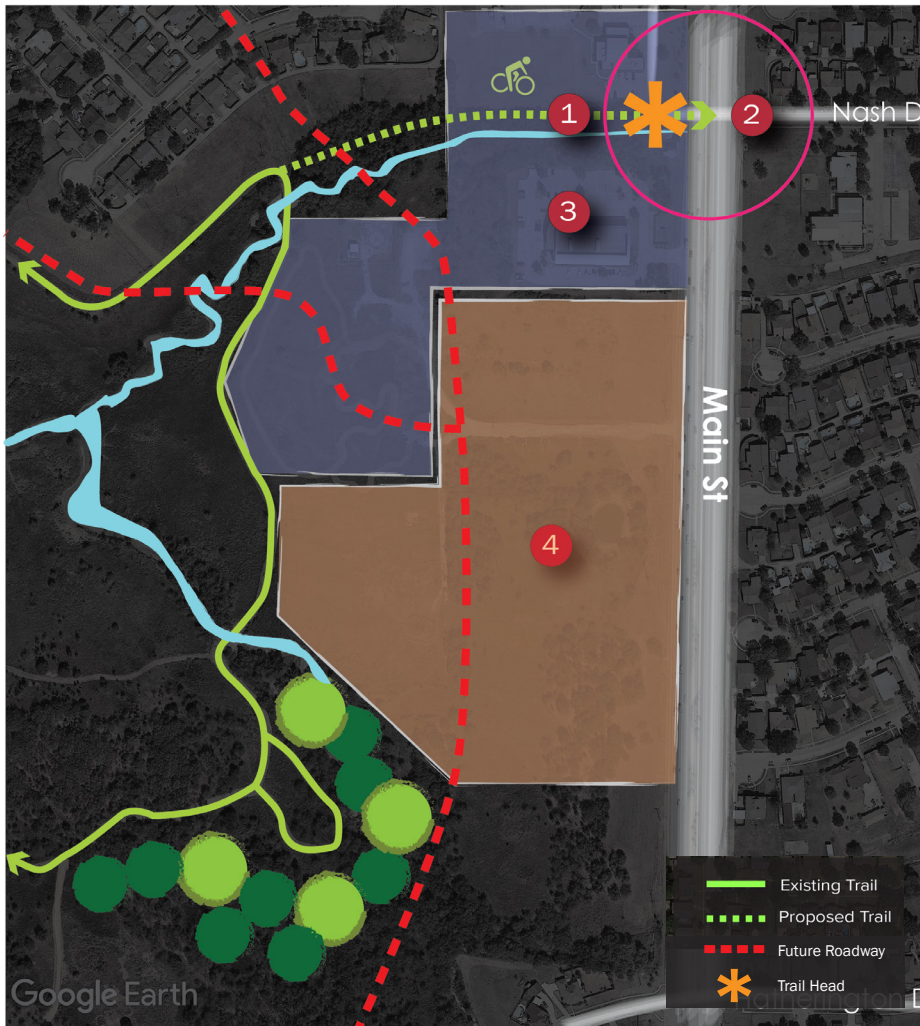
- As noted previously, Main Street is the only north-south thoroughfare running through The Colony and serves as the City's gateway corridor.
- Main Street currently acts as a physical barrier between residential neighborhoods to the east and Lake Lewisville to the west. It carries higher traffic volumes and, due to limited curb cuts, there is a tendency for speeding along this segment of Main Street.
- Nash Street is a local street extending all the way to Paige Road and can serve as a convenient local neighborhood access route to this potential new destination.
- Trinity North building, the City Administrative Office building, and the Lakeside Theater are the only developed parcels in this focus area, the remaining parcels being vacant.
- Focus area is currently zoned for office and light commercial and is part of the Gateway Overlay District.
- Along with the City administrative office property, most of the properties in this focus area are owned by the City and/or EDC.



- The Focus area is envisioned to be an active community destination by the Lake with convenient multimodal access to lakeside amenities.
  - o Active community destination by the Lake would include a mix of civic uses, family-friendly recreational/entertainment, and moderate density residential, where all can enjoy the view and access to lakeside amenities, while celebrating and respecting the natural beauty of the area.
  - o Presence of the Lakeside Theater and City-owned property in the focus area are assets that can be leveraged to help achieve this vision.



## Main Street and Nash Mixed-use Center



- 1 **New Shoreline Trailhead with Improved Access:** Shoreline Trail runs along the western edge of the focus area but currently lacks direct accessibility for the community at this location. Establishing a trailhead with park-like amenities and pedestrian, bicycle, and vehicular connection to the Nash Street intersection would greatly enhance the accessibility of Lake Lewisville

to The Colony community. There is an opportunity to take advantage of Nash Street's connectivity from Main Street to Paige Road through several residential neighborhoods, linking to Lions Club Park, the trail system by Miller Drive, and the Peters Colony and Morningside Elementary Schools along the way.

- 2 **New Intersection/Crossing at Main Street / Nash Drive:** The creation of a hike and bike linkage along Nash Street east of Main Street and a connection to a new Shoreline Trailhead from Nash Drive would call for the creation of a new intersection at Main Street and Nash providing for safe crossing for bicycles and pedestrians. This could also help tame traffic and reduce higher speeds along this corridor.
- 3 **Civic Center:** The proposed relocation of City Hall and administrative offices to this focus area presents an opportunity to go a step further to create a civic center and a lake-side community gathering space that offers recreational and cultural activities in keeping with The Colony's identity as The "City by the Lake". This could take the form of a lakeside park with an amphitheater to complement the activities of the Lakeside Theater, bicycle amenities by a new Shoreline Trailhead, and a variety of family-friendly outdoor recreational facilities. The City administrative facilities would bring a large number of City employees and visitors conducting City business to this location where they can do their work while appreciating the importance of the Lake to the City's future.
- 4 **Lakeside Urban Residential:** The southern end of this focus area offers a unique opportunity for lakeside urban residential that could take the form of condominium style townhomes, located and designed in a manner that adds value to the City without impinging on any single family neighborhoods. This area could also potentially accommodate some hospitality uses that would enable visitors to enjoy the location and afford some retail services to meet the needs of workers, residents, and visitors.

## Main Street and North Colony Mixed-use Center

### Area characteristics

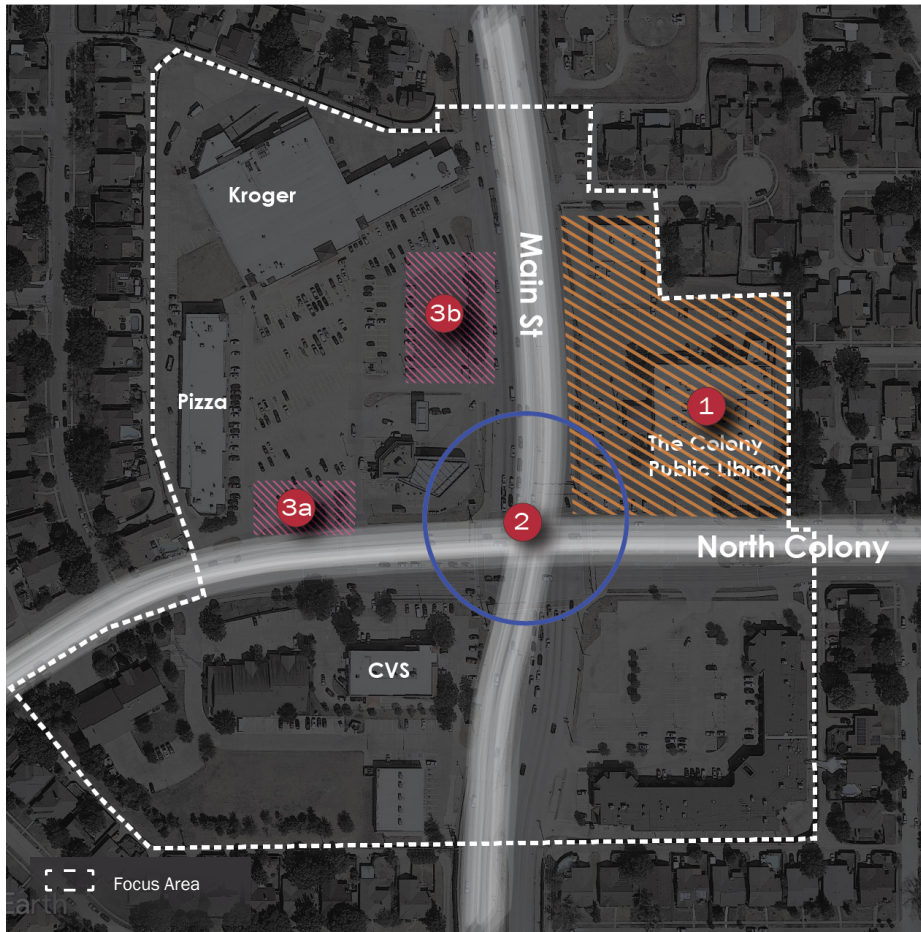
This focus area is identified because of its redevelopment potential that could be triggered by the proposed relocation of existing City offices to the Trinity North Building further south on Main Street. City offices are currently located in the northeast quadrant of the focus area and include The Colony Public Library and Annex Building. The northwest quadrant includes an anchor Kroger grocery store, a Valero gas station, and Circle K convenience store as well as other smaller retail, service and fast-food stores, and offices. The southwest quadrant includes a CVS drug store, AutoZone, and The Colony Fire Station 3, along with smaller community services uses. The southeast quadrant includes a mix of restaurant and community services.

- There are two remaining undeveloped sites in the focus area.
- Existing development in the focus area follows a highly auto-oriented format with surface parking lots dominating the sites.
- This focus area is currently zoned as shopping center, general retail, and light commercial and is identified as part of the Gateway Overlay District.
- Main Street is the only north-south thoroughfare running through The Colony and serves as the City's gateway corridor. It carries higher traffic volumes, and this intersection has been identified for concerns for traffic and safety.
- North Colony Boulevard is the only thoroughfare that traverses east-west across most of the city and is a designated bicycle route with bike lanes designed into the feeder roads east of the Main Street intersection and do not continue on the west side of Main Street.



Potential redevelopment of the City property in the focus area can be used as an economic development opportunity to add new land uses to this location to strengthen its identity as the northern gateway to the City. Public improvements would enhance the intersection to reinforce its gateway identity, create a safe environment for pedestrians and bicyclists, and support the roles of Main Street and North Colony Boulevard as multimodal corridors as proposed in the Mobility vision. The opportunities below articulate a new vision for focus area and are highlighted on the vision map.

## Main Street and North Colony Mixed-use Center



- 1 **Redevelopment of City Property:** The City-owned property in the northeast quadrant presents the option to explore a mixed-use redevelopment that could bring a combination of City administrative, business, retail, and residential uses to the area. Redevelopment of the site would help create a better pedestrian environment by bringing the

buildings to edge of the sidewalk and ensure active ground floor land uses. The corner of the site at the intersection can be used to include public art and/or signage to reinforce the gateway identity of the location. The narrower portion of the site could be used to incorporate townhouse uses in a manner compatible with the adjacent residential neighborhood.

- 2 **Main Street – North Colony Boulevard Intersection Improvements:** Although sidewalks and crosswalks exist, significant improvements are needed to prioritize safe and convenient pedestrian and bike connectivity across the streets by reducing crossing distance at the intersection and providing refuges at the medians. This is also an opportunity to reinforce a “Gateway to The Colony” ambiance by adding monument signage and public art and undergrounding overhead power lines at the intersection.
- 3 **Private Development Opportunities:** Additional development on existing sites in the focus area afford the opportunity to help transform the focus area into a more pedestrian and bicyclist-friendly location, as well as to bring new land uses that would support its vitality. There are two opportunities worth noting:
  - 3a **Remaining pad site in the northwest quadrant:** New development on this site could bring some flexible innovation space to the focus area to support entrepreneurial opportunities in the community, while addressing the street in a more pedestrian friendly format through active ground floor uses abutting the sidewalk.
  - 3b **Infill development in the northwest quadrant:** The underutilized parking lot in this area presents the opportunity to introduce pedestrian-friendly, street-facing retail by encouraging a more efficient shared parking model in the focus area that encourages visitors to park once to visit multiple destinations.

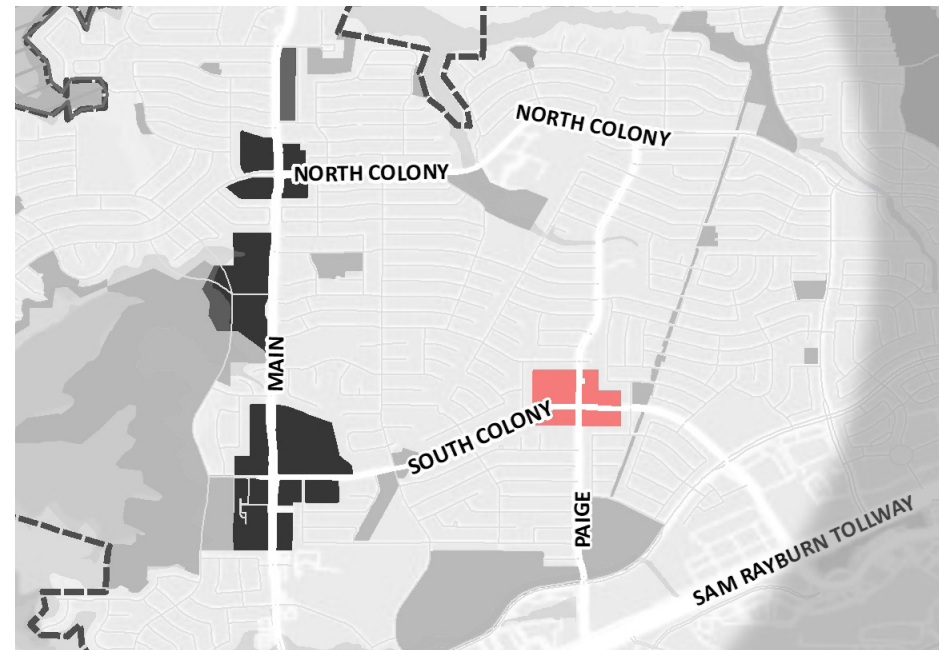


## Paige and South Colony Neighborhood Center

### Area characteristics

This is identified as a focus area for its location at the heart of community close to two major trails in The Colony's trail system – The Legends Trail and the Park Loop Trail. This focus area is built in a typical suburban automobile-oriented shopping center format with large, under-utilized parking lots. It currently features some retail chains such as CVS, Dollar Store, Sherwin Williams, and Valero gas station/ convenience store, as well as local stores such as La Paisana Meat Market and Mini Market Variedades. There are also neighborhood services such as a US Post office, child day care center, animal clinic, and religious/community service institutions. There are a couple small, undeveloped parcels as well.

- Both Paige Road and South Colony Boulevard have sidewalks, however, they have minimal width and abut the edge of the curb with unsafe conditions in several locations.
- Although the Legends Trail and Miller Drive Trail are close by, they lack safe, direct, and convenient pedestrian and bicycle connections to/from the shopping center.
- The Focus area is currently zoned General Retail and Shopping Center and is also included in the Gateway Overlay District.
- Surrounded by stable neighborhoods, including The Legends neighborhood to the east, this location has the potential to be refreshed/reinvented as a truly accessible and vibrant Neighborhood Center.
- Declining demand for retail space across the nation poses a real challenge for such neighborhood shopping centers.



Successful reinvention of this focus area will depend on a combination of strategic public improvements and public/private collaborations to create a walkable/ bikeable neighborhood destination that attracts and sustains a healthy mix of neighborhood services and activities and serves as a gathering place for local residents. The opportunities below articulate a new vision for this focus area and are highlighted on the vision map:

## Paige and South Colony Neighborhood Center



- 1 **The Legends Trail and the Park Loop Trail Connections:** Providing direct and safe pathways from these two central community trails to the focus area would make the shopping center much more accessible to the growing walking and biking community in The Colony and go a long way towards bringing new energy to this location. A couple of opportunities are worth noting:

1a Connection via Strickland Avenue: This connection can be made by a well-signed, safe, on-street shared facility for bicycles and wider sidewalks for pedestrians along this local road, complemented by crossing enhancements at the intersection with Paige Road.

1b Connection via Rockwood Drive: This connection can be made via Rockwood Drive and an alley to connect to a utility easement on the eastern edge of the shopping center.

- 2 **Paige Road - South Colony Boulevard Intersection Improvements:** Small but highly impactful improvements to this intersection would also go a long way to connecting and energizing the four corners of the shopping center. This could take the form of bulb-outs and median refuges to shorten the crossing distance for pedestrians, gateway monument features with landscaping, and widened sidewalks along the length of the shopping center frontages. Burying the overhead utilities along the shopping center frontage would also be desirable. These improvements would help reinforce the vision of multimodal corridors along both South Colony Boulevard and Paige Road, as described in the Mobility Vision.
- 3 **Farmers Market / Local Business Incubator:** The north-western quadrant is the largest parcel in this focus area with the majority of the site covered by an underutilized parking lot. There is an opportunity to make this shopping center a more attractive and vibrant neighborhood destination by repurposing part of the underutilized parking lot and site frontage along both the roadways to create a shaded space with trees and seating to support an outdoor mini farmers market, pop-up retail, and food trucks. This would generate family-friendly activity at this location and help incubate future local restaurants and neighborhood services. This can begin as a regular but temporary activity and mature over time into a more permanent feature.
- 4 **Infill Development:** A couple of vacant parcels in the focus area offer up strategic opportunities for future development to introduce new land uses that could help energize the area and make it a more attractive place for neighborhood residents to visit and linger. These could take the form of community serving institutional uses or new commercial services that help meet neighborhood needs. Strategic development on these parcels could help trigger revitalization, reinvestment, and potential redevelopment in the already developed parts of the shopping center.

# Elm Street Commercial Destination

## Area characteristics

This area is identified as a focus area to address the development challenges stemming from narrow and shallow lot configurations within the context of commercial zoning and the Main Street Gateway Overlay regulations. Additionally, frontage on the Main Street Corridor and the adjacency to single family neighborhoods to the east adds a combination of opportunities and challenges. There has been ongoing interest in placing new commercial uses (mostly warehouse/commercial service uses), but the site constraints in conjunction with the Gateway Overlay requirements have proven to be a barrier to development.

- Lot depths within this focus area are approximately 125 feet, significantly shallower than typical lots in commercial zoning.
- Lot widths vary from 25 feet in some instances to 50 feet in others, with the majority of existing lots being 25 feet wide on the east side of Elm Street and adjacent to the neighborhood.
- The majority of existing lots fronting on Elm Street are currently vacant, which allows the opportunity to consider rezoning to accommodate a different approach to development in the area.
- There are a handful of existing commercial services uses (such as plumbing, landscaping, and auto repair) along Elm Street that need to be considered, along with what appear to be a few existing non-conforming residential uses.

The lot size/configuration, commercial zoning, and single-family adjacency of this area poses a singular challenge under conventional zoning. That said, the future redevelopment potential for this area lies in taking advantage of the Main Street frontage while tapping into demand for more quality affordable housing



to create a better land use and scale transition to the adjacent neighborhood. The full potential of this area could be realized by encouraging mixed-use through lot consolidation and regulatory incentives, in conjunction with an appropriate transition in scale and land use towards the single-family residential neighborhood to the east. The following opportunities articulate a new vision for the focus area and are highlighted on the vision map:



## Elm Street Commercial Destination



- 1 **Elm Street Frontage:** The narrow and shallow lots fronting on Elm Street pose severe limitations on the type of non-residential uses that can be accommodated on these sites. However, they are ideally suited for fee-simple townhouse development that could provide attractive and affordable owner-occupied homes within convenient access to Main Street and Lake-

side amenities. This type of development would also be a better neighbor to the adjoining single-family neighborhood compared to existing uses or those allowed under current zoning. The Elm Street block could also accommodate live-work opportunities, particularly on the west side of Elm Street, such as stacked townhomes with residences stacked above offices or compatible neighborhood service uses on the lower level.

- 2 **Transitional Land Uses:** There are a handful of existing commercial service land uses on Elm Street including plumbing services, lawn care services, and auto repair services that need to be reviewed in the context of a potential zoning change to include residential uses while limiting future non-residential uses to those that are more compatible with residential adjacency. This process would involve the pros and cons of accommodating viable existing uses while limiting the creation of legal non-conformity.
- 3 **Main Street Frontage:** Lots facing Main Street can accommodate retail and commercial uses but are severely constrained compared to lots elsewhere on Main Street, due to their limited lot depth. Allowing mixed-use fronting on Main Street on deeper lots (250 feet) would create an incentive for lot consolidation between Main Street and Elm Street. Allowing mixed-use fronting, coupled with parking reductions and appropriate flexibility on Gateway Overlay regulations, could create an attractive opportunity for redevelopment on these larger lots with dual frontage on Main Street and Elm Street. This would encourage new commercial uses fronting on Main Street with new residential uses fronting on Elm Street. This would also encourage a better transition of land uses towards the neighborhood to the east of Elm Street. Lot consolidation could be encouraged through a combination of incentives such as mixed-use, reduction of parking requirements, and flexibility on Gateway Overlay District regulations.

# Goals and Strategies



# GOALS AND STRATEGIES

Six goals are identified to provide direction for strategic action aimed at realizing the future land development vision for The Colony. These goals serve as the basis for a series of strategies and actions that form the backbone of the implementation

program addressed at the end of the plan. The six goals are articulated below, with strategies and actions defined for each on the subsequent pages of this chapter.

1

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services

2

Proactively encourage redevelopment in **strategic focus areas** to deliver public benefits in terms of increased tax base and enhanced quality of life for the community as The Colony approaches buildout of available undeveloped land

3

Enhance **multimodal transportation** options to manage traffic congestion and serve the growing hike & bike community

4

Maintain a **diverse housing stock** to meet the needs of all residents and increase affordability for The Colony's growing population.

5

Continue to cherish and capitalize on **Lewisville Lake adjacency**

6

Support the evolution of **thriving regional mixed-use destinations** to enhance The Colony's economic vitality and grow the tax base.



# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services

**STRATEGY 1A.** Protect the character of stable neighborhoods through careful attention to land use transitions and neighborhood character during the development process. All single-family neighborhoods have their own unique character and identity. The City must take the lead in setting standards for redevelopment and maintenance of existing buildings to ensure The Colony's long-term viability and stability.

## ACTIONS

**(i) Develop and codify design guidelines/standards to help preserve neighborhood character and maintain The Colony's small town feel.**

*The City's development code and its enforcement plays a vital role in preserving the quality of life in residential areas. Initiate a development code amendment to establish a zoning tool and process (eg: neighborhood stabilization overlay district) where appropriate, with standards that strike a balance between maintaining neighborhood character and responding to market demands, as older homes get replaced with new homes designed to meet changing consumer preferences and needs.*

**(ii) Establish appropriate administrative policies and plan review processes to ensure that appropriate transitions are provided between non-residential or denser residential developments and single-family residential land uses.**

*When properties redevelop over time, a change in residential character is inevitable with denser or non-residential development. Evaluate existing development regulations and permitting processes and make changes as needed to ensure review and mitigation of the impacts on single-family homes from adjacent denser residential and non-residential land uses, through such means as landscape buffers, height transitions, traffic access management, and light and sound dampening.*

**(iii) Ensure that planning for the focus areas identified for redevelopment gives careful consideration to single family adjacency and explores appropriate ways to introduce moderate-density housing, such as patio homes, duplexes, and townhomes to help manage this transition.**

*Redevelopment in focus areas should provide appropriate transitions and buffering measures with existing adjacent neighborhoods while providing walkable connections to neighborhood services and mitigating negative impacts that may be associated with denser development. Consider developing a procedure, to review when considering proposals for redevelopment, that aligns with community's vision for future. The City should establish criteria for evaluating the proposals that would serve a way to communicate which type of redevelopment should be supported.*

# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services

**STRATEGY 1B.** Consider providing citywide or targeted incentives for home improvements in aging neighborhoods. Home improvements can help sustain the City's tax base and avoid the high costs of addressing neighborhood deterioration later on. The City should explore different programs and funding strategies that can provide incentives for all homeowners and assist lower income or senior citizen homeowners with home improvements. Such programs can also keep neighborhoods vibrant and aesthetically appealing.

## ACTIONS

**(i) Conduct a case study evaluation of similar programs in other cities.**

*Exploring the best practices of home improvement incentives and assistance programs and lessons learned from other municipalities will better inform the City to formulate similar programs suited to The Colony's needs. Case studies should compare types and levels of incentives, funding sources, program administration and effectiveness, and approaches to aiding financially burdened or physically disabled residents address minor repairs. Best practices can also look at complementary programs that focus on neighborhood improvement. For example, neighborhood clean-up days in coordination with local non-profits, HOAs, and other organizations can generate excitement, encourage participation, and maintain cleanliness throughout the year.*

**(ii) Conduct a cost-benefit analysis of a potential home improvement incentive program, giving consideration to alternative funding sources and mechanisms.**

*Based on the case studies of similar programs in other cities, conduct a cost-benefit analysis to compare scenarios where defined City incentives encourage home-owner investments that ultimately help maintain or increase property values and tax revenue versus scenarios where no home improvement investments occur and property values decline over time as homes age. Simultaneously, also conduct an assessment of funding alternatives and strategies such as tax abatements and cash incentives to create a sustainable home improvement incentive program that can ultimately help maintain the City's tax base.*

# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services

**STRATEGY 1C.** Establish a “Neighborhood Stewardship Program” to promote better neighborhood upkeep through community engagement, education, and code enforcement. Engaging the community enables a sense of pride among the residents to take ownership of their neighborhood in proactive maintenance. The City should collaborate and engage in educational programs and activities that provide resources and tools that impact the quality of the neighborhoods including proactive code enforcement initiatives.

## ACTIONS

**(i) Collaborate with and build on the “Keep The Colony Beautiful” (KTCB) program aimed at keeping the community clean and green through citywide clean-up events, gardening classes, “Make a Difference Day,” and targeted improvement projects organized by Volunteer Assistance Program.**

*Build partnerships for neighborhood maintenance and enhancements with the KTCB, Volunteer Assistance Program, and community groups that have an interest in preserving the quality of neighborhoods. These programs can build excitement and community spirit and encourage participation and assist those who otherwise are unable to do so.*

**(ii) Develop a user-friendly guide to code enforcement to help educate new and existing homeowners on their responsibilities.**

*The City should consider developing a comprehensive user friendly, graphic-intensive code compliance for its residents. Such a resource can make it easier to understand the City Codes for the property owners and better comply with City standards. The City should also consider conducting workshop sessions to address some of the common compliance violations and how property owners can avoid them.*

**(iii) Expand the existing The Colony Cares, Tool Lending Program, to include home repair/ improvement skill building in collaboration with local businesses.**

*The City already has a tool lending program to help property owners to work on home repairs. Combine the KTCB educational events with The Colony Cares program to help the residents to learn and develop the skills to be able to use the tools for their maintenance projects. Also identify and connect with the Neighborhood Stewards to better leverage this program and educate the owners.*



# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services

**STRATEGY 1D.** Continue to invest in a well-connected park and trail system to create an accessible network of active and passive recreational facilities in accordance with the Community Development & Parks Master Plan. The City should identify the missing gaps to improve on-street and off-street connections to the trail network as well as access to the Lake.

## ACTIONS

**(i) Continue to expand access to the City's trail system through improved on-street connections for all modes of transportation through inclusion of bike and pedestrian design features and branded signage.**

*Creating a well-connected trail system and developing connections that link them into the roadway network is crucial to promoting equitable access. Additionally, using consistent branding paired with different design features to accommodate different users will improve accessibility.*

**(ii) Improve access to the Cascades-Grandscape Trailhead from adjacent development with the help of signage.**

*Clear identification of the trailheads and enhancing the newly built trails with branded signage leading from nearby destinations along with a network map would help better inform the users of the location and potential stops along the network like the Cascades-Grandscape Trailhead.*

**(iii) Improve access to the Utility Corridor trail from the municipal complex as well as adjacent neighborhoods**

*While the Utility Corridor trail is a great asset for the community, improved access to the trail from adjacent neighborhoods, as well as connections to the Municipal complex, will benefit the community residents to better utilize the trail between Perryman Park and Bridges Park. Improved access and signage with a map of nearby destination information would encourage residents to use this valuable asset.*

**(iv) Improve access to the City's lakeside trail network from the Main Street corridor.**

*Improved connection to the Shoreline Trail as well as Lake Lewisville will benefit the residents living just east of Main Street corridor with these connections. Some of the potential connections identified in the focus area redevelopment will improve community access to the Lake and support creation of a well-connected trail network.*

# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services

**STRATEGY 1E.** Initiate a Citywide Facilities Master Plan to ensure long-term quality, sustainability and accessibility of essential community services, promote community resilience, and ensure efficient and effective use of public real estate assets. Evaluate the existing infrastructure to formulate a plan to support the needs of City residents with new and upcoming technological advances.

## ACTIONS

**(i) Explore co-location of multiple related services in the same facility in collaboration with other public agencies such as LISD.**

*Prioritize locating city facilities in close proximity to similar or complementary uses to maximize the potential of City owned properties at prime locations. Explore collaboration with the school districts and such agencies, especially to better reach under-served residents.*

**(ii) Explore collaboration with non-profit service institutions to expand the range and reach of services provided.**

*Leverage local and non-profit organizations that already work in the community to better connect with residents with limited resources to provide better access to quality services such as internet, tutoring, childcare, eldercare, basic healthcare, and more. Collaborations could leverage City facilities such as libraries and recreation centers as well as school facilities and could include outreach and educational activities, fundraising, and coordination to match community facilities to available community services and needs.*

**(iii) Invest in green infrastructure, alternative energy, and smart technology in City facilities and establish/adopt standards of practice that increase sustainability while ensuring cost-effectiveness**

*Explore different alternatives and develop a policy to adopt green infrastructure standards, such as stormwater management, that aims at preservation, enhancement, and activation of naturally sensitive areas and more efficient use of scarce resources. A city-wide green infrastructure plan that limits negative impacts from development leads to a resilient and sustainable place to live.*







# 02

Proactively encourage redevelopment in **strategic focus areas** to deliver public benefits in terms of increased tax base and enhanced quality of life for the community as The Colony approaches buildout of available undeveloped land

**STRATEGY 2A.** Develop area plans for each Strategic Focus Area to engage the community, property owners, City departments, and other external agencies in developing a detailed redevelopment vision and to define and implement specific public interventions needed to facilitate desirable redevelopment and infill development. Strategic Focus Area plans will integrate site-specific land use, economic development, and mobility/access considerations, leverage potential public-private partnerships, and define specific priorities and proposals related to zoning, economic incentives, and infrastructure improvements.

## ACTIONS

**(i) Establish a Strategic Area Planning process with inclusive community engagement to ensure that community residents and stakeholders have the opportunity to inform the future redevelopment vision.**

*Inclusive community engagement in the Strategic Focus Area planning process will be important to enable the City to take a proactive stance in supporting redevelopment and will greatly increase the chances of successful implementation. Inclusive engagement can be a rich source of insights into aspirations and concerns related to change in the community. Inclusive engagement entails offering a variety of ways in which residents and stakeholders can learn about City initiatives directly from the source and provide input that can help shape outcomes.*

**(ii) Explore collaborations/partnerships with property owners and developers to identify potential catalytic development sites that are ready for redevelopment.**

*Use the Strategic Focus Area planning process to demonstrate City commitment to area improvement and to encourage property owners to make private investments and to collaborate with the City. Forming potential partnerships with property owners and developers early during the area planning process will greatly improve the chances of successful implementation and should be a significant factor in determining the City's strategic priorities. Engage property owners and developers in the area planning process to help shape and align the vision with market realities and to identify potential barriers to desirable redevelopment and infill development that can be addressed through City interventions.*

**(iii) Conduct site-specific market studies and economic analyses to evaluate the feasibility of alternative redevelopment scenarios as part of the Strategic Focus Area planning process to inform the final redevelopment vision.**

# 02

Proactively encourage redevelopment in **strategic focus areas** to deliver public benefits in terms of increased tax base and enhanced quality of life for the community as The Colony approaches buildout of available undeveloped land

*Use the market studies and economic analysis to identify potentially viable land uses that meet neighborhood/community needs, potential redevelopment funding gaps that may warrant public subsidy, and the need for other City incentives or investments to support redevelopment. Engage property owners and developers in reviewing these studies to ensure local buy-in.*

## **(iv) Define specific zoning, thoroughfare plan, and other regulatory changes needed to facilitate implementation of the redevelopment vision identified in the Strategic Focus Area Plans.**

*Propose specific regulatory changes through code amendments, area-specific rezoning, or thoroughfare plan amendments that would remove barriers to desirable redevelopment or infill development within each strategic focus area. These should address issues such as parking ratios and placement, mix of land uses, building height/density, appropriate buffer/transition to adjacent single family residential, and pedestrian-friendly urban design of the public realm, particularly along street frontages. Proposed regulatory changes should be sufficiently well-defined to enable the City to potentially enact these changes in conjunction with the area planning process. These regulatory changes may be undertaken either through city-initiated action or through private property owner application depending on timing considerations and level of priority for the City.*

## **(v) Identify, prioritize, and define the scope and preliminary cost estimates for specific public improvements needed to facilitate implementation of Strategic Focus Area plans**

*Redevelopment usually requires infrastructure investments in order to support or incentivize private investments. These could include parks/open space/trail enhancements, City facility improvements, or roadway reconstruction or reconfiguration to include streetscape and intersection enhancements and underground utility upgrades. The area planning process should identify and conceptually define these needs through community and property owner engagement and technical review. Proposed public improvements should be sufficiently well-defined to enable preliminary cost estimates and identification of potential funding sources.*

## **(vi) Identify, develop and deploy incentives to foster redevelopment, small business development, and new local business start-ups within the Strategic Focus Areas.**

*In the context of evolving global and regional economic conditions, and the need for the City to shift towards greater reliance on redevelopment/infill development for future growth, it is critical that the Strategic Focus Area planning process focus on identifying ways in which the economic resilience of the community can be enhanced. This would entail exploration of potential new economic development programs that incentivize redevelopment and infill development, as well as supporting local small business development. Community support of a redevelopment vision may rely on opportunities for local business development that meets community needs. Successful redevelopments may also rely on public-private partnerships that match public incentives with private investment. Potential incentive programs should be conceptually designed to apply across Strategic Focus Areas and to support City regulatory changes and infrastructure investments to significantly increase the attractiveness of redevelopment.*

# 02

Proactively encourage redevelopment in **strategic focus areas** to deliver public benefits in terms of increased tax base and enhanced quality of life for the community as The Colony approaches buildout of available undeveloped land

**STRATEGY 2B.** Use Strategic Focus Area plans as effective tools in the citywide strategic planning process to target proactive planning and implementation resources to encourage redevelopment or infill development through public-private partnerships.

## ACTIONS

**(i) Establish the discipline of using Strategic Focus Areas as a prioritization factor for allocation of resources in citywide budgeting and capital planning processes to encourage redevelopment and infill development.**

*Plans tend to sit on the shelf and erode the public trust if they are not geared towards implementation and tied directly into the City's resource allocation process. The benefits of proactive and strategic area planning can only be realized if recommended actions are routinely considered for prioritization. Strategic Focus Area plans should be used as a prime source for a city-wide implementation priority list that routinely informs the recurring resource allocation process.*

**(ii) Periodically review, refine, or modify the list of Strategic Focus Areas and implementation priorities based on regular monitoring of city-wide land development patterns, trends, and assessment of implementation progress.**

*Priorities may change in response to changing circumstances, and the City's regular strategic planning process must review and redirect priorities, if necessary, based on a data-driven monitoring process. Develop a city-wide, GIS-based tracking system that monitors land development patterns and trends. Use this information as part of the city-wide strategic planning process in conjunction with regular monitoring of implementation progress to reassess Strategic Focus Area priorities and identify new areas to support emerging opportunities.*

**(iii) Use Strategic Focus Areas as the testing ground for piloting new city-wide programs, initiatives, and incentives geared towards supporting desirable placemaking through redevelopment.**

*The transition from reliance on growth through greenfield development to growth through redevelopment involves a paradigm shift that demands more proactive involvement of the City in the land development and placemaking process. Introduction of new initiatives that promote the creation of attractive places through public-private partnerships, like innovative zoning tools, green infrastructure techniques, parking management, and micromobility techniques can be introduced in the Strategic Focus Areas based on the specific recommendations of area plans to test the viability of these initiatives.*





# 03

Enhance **multimodal transportation** options to manage traffic congestion and serve the growing hike & bike community. A wider variety of safe and sustainable options will be needed for city residents to travel to and from local destinations

**STRATEGY 3A.** Improve on-street bike connections to schools, recreational amenities, mixed-use destinations, and the trail system.

## ACTIONS

**(i) Conduct a GIS analysis of all bicycle and pedestrian facilities to identify and prioritize gaps in safe linkages between neighborhood destinations and the trail network to inform future capital improvement planning and provide a more convenient, safe, and pleasant biking and walking experience.**

*Create an inventory of existing bicycle and pedestrian facilities and trails. In conjunction, identify unsafe corridors between neighborhood destinations and the trail network that lack these elements. Street design standards should be considered when determining the location of improvements needed. The locations identified should be considered in the capital improvement program and factored into future development/redevelopment proposals. Maintaining an inventory of bicycle and pedestrian and improvements will also help to better track the lifecycle of these improvements.*

**(ii) Update the City's Thoroughfare Plan to incorporate recommendations of the Trail and Bikeway Master Plan and to accommodate complete street elements and design considerations for bicycles and pedestrians, with particular emphasis on Multimodal Corridors identified in the Mobility Vision.**

*The City's current Thoroughfare Plan (2008) categorizes the city roadway network based on their functional classifications. The Trails and Bikeway Master Plan identifies locations for bike routes and on-street trails/shared-use paths. An updated Thoroughfare Plan should identify multimodal corridors that serve all types of users and establish appropriate standards and guidelines for street design within these rights-of-way.*

**(iii) Incorporate complete street design principles and guidelines into the City's paving design manual to provide for bicyclist and pedestrian safety and convenience in street improvement projects, with particular emphasis on intersections.**

*The city should adopt corridor design standards based on complete street design principles, specifically for bicyclists and pedestrians. Corridor speed limits and traffic calming elements like bulb outs, streetscaping, gateway treatments, medians and refuge islands, signal progressions, and pedestrian signals should be considered. City infrastructure improvement projects should include these elements and prioritize higher crash locations to improve safety.*



# 03

Enhance **multimodal transportation** options to manage traffic congestion and serve the growing hike & bike community. A wider variety of safe and sustainable options will be needed for city residents to travel to and from local destinations

**(iv) Amend zoning in Strategic Focus Areas to incorporate provisions to support biking and walking, including active street frontages, streetscape, curb cut placement and design, parking requirements (automobile and bicycle), and pedestrian-friendly pathways to building entrances.**

*Current zoning requirement in Strategic Focus Areas favor automobile use and create environments that are often unsafe for pedestrians and bicyclists. These should be amended to incorporate site design standards and guidelines that support a desirable and safe environment for pedestrians and bicyclists. This will encourage redevelopment and infill development that support multimodal accessibility and reduce the reliance on automobiles for short trips. Reduction in automobile parking requirements in favor of more bike parking may also increase the likelihood of development on underused parking lots as well as vacant properties*

**STRATEGY 3B.** Collaborate with TXDOT on Main Street Corridor improvements to provide a safer environment for pedestrians and bicyclists.

## ACTIONS

**(i) Explore speed limits, traffic calming measures, access/curbside management, intersection improvements, and other roadway design features to reduce conflicts along Main Street.**

*Based on the crash data, there have been several crashes along the Main Street corridor, specifically at the intersections. The City should monitor crash and citation data along the corridor to identify high conflict areas, specifically those involving bicyclists and pedestrians. The City should work with TxDOT in implementing potential safety enhancements like lighting, signage, reduced speeds, and traffic calming elements like bulb-outs, streetscaping, or special paving.*

**(ii) Develop plans for safe and convenient bike and pedestrian crossings at key locations to improve neighborhood access to lakeside amenities west of Main Street.**

*There are limited east-west bike and pedestrian crossing opportunities along Main Street to the lakeside amenities. The City should identify the key locations and destinations like schools, parks, trails and connect them to the lakeside amenities. Most neighborhoods in the City have sidewalks on one or both sides of the street. However, the arterial roadways lack a safe pedestrian environment. Priority should be given to improve those crossings along Main Street for lake access in cooperation with TxDOT.*



# 03

Enhance **multimodal transportation** options to manage traffic congestion and serve the growing hike & bike community. A wider variety of safe and sustainable options will be needed for city residents to travel to and from local destinations

## **(iii) Amend the Gateway Overlay District ordinance to incorporate pedestrian and bike-friendly design provisions along the Main Street Corridor.**

*The intent of the Gateway Overlay District was to create a unique inviting place by maintaining the building scale and design quality and facilitating pedestrian access. The current site design guidelines are vague and not consistently enforced. The City should adopt specific site design standards that foster pedestrian and bicyclist activity along with a review process that ensures standards are met through improvements within the district boundary.*

**STRATEGY 3C.** Explore local transit circulator systems through public-private partnerships at major regional mixed-use destinations such as Grandscape, using innovative technology to facilitate more efficient and effective circulation, traffic management, and parking, and to foster a more pedestrian-friendly environment.

## **ACTIONS**

### **(i) Collaborate with Grandscape to conduct a preliminary study for a potential automated circulator system including defining a conceptual plan and scope, evaluating available technologies and funding mechanisms, and assessing feasibility.**

*Grandscape is a regional destination attracting a regional clientele. With the diversity and mix of uses and traffic demand, the Grandscape and Nebraska Furniture Mart area is a good candidate for exploring an internal circulator to better manage the internal traffic as well as parking. The ability to travel to multiple destinations by parking once will improve internal traffic circulation, especially during special events and concert days. The City should encourage and work with the private sector to conduct a preliminary study.*

### **(ii) Consider implementing a pilot circulator system based on the findings of the preliminary study.**

*Based on the results of the preliminary study, the City should partner with private operators to implement innovative technological solutions to improve and better manage the traffic in the area. The City should consider funding strategies and incentives to encourage the private sector to invest in such pilot projects.*



# 04

Maintain a **diverse housing stock** to meet the needs of all residents and increase affordability for The Colony's growing population.

**STRATEGY 4A.** Conduct a citywide housing gap analysis for The Colony in the context of the regional housing demand over the next ten years.

## ACTIONS

**(i) Assess demand for housing of various types and price ranges based on demographic and employment trends.**

*The City should assess the need to expand the availability of a range of housing choices within the City for existing and future residents. The majority of jobs in the City are filled by residents traveling from neighboring communities due to lack of affordable or suitable housing within the City. Single-family housing units dominate the type of housing units within The Colony with limited choices for other housing types to meet different household needs and affordability.*

**(ii) Assess current housing supply in terms of type, age, condition and price range.**

*Most of the housing stock within the City was built prior to 2009. The City should establish a baseline understanding of current housing conditions to inform a better understanding of available housing choices in the context of demand. The City should consider using this baseline to annually monitor change to keep a finger on the pulse of the situation.*

**(iii) Define reasonable targets for new types of housing needed to meet demand.**

*Based on the assessment of needs of existing and future residents based on growth trends, and the gaps relative to demand, the City should set targets for providing an appropriate mix of housing types within the City to provide a quantitative basis to inform housing and economic development policy and land use decisions.*



# 04

Maintain a **diverse housing stock** to meet the needs of all residents and increase affordability for The Colony's growing population.

**STRATEGY 4B.** Define strategies to meet the defined targets for new housing types to support economic development in targeted mixed-use areas.

## ACTIONS

**(i) Use area planning to develop and apply site-specific strategies to accommodate desired new housing types in targeted areas.**

*Area planning is needed to assess the site-specific feasibility of accommodating new housing options based on market study and pro forma analyses. The Strategic Focus Areas identified in this plan could be potential locations to incorporate housing innovation within compact walkable locations in a manner that is compatible with surrounding neighborhoods. This type of development creates inclusive and connected communities with housing, restaurants, and services in walkable proximity.*

**(ii) Identify and authorize appropriate zoning and infrastructure improvements to accommodate new housing types with appropriate consideration of adjacencies and land use transitions.**

*Implementation of new housing types within the target areas will require zoning code amendments or site-specific zoning changes to allow such development. It is important to clearly identify specific site design standards including buffers and height transitions to ensure compatibility with surrounding neighborhoods.*

**(iii) Create incentives for inclusion of affordable housing units as part of new developments.**

*The City should establish a program to incentivize affordable housing options in mixed-use, walkable developments to increase housing choice near jobs and help reduce traffic congestion and household transportation costs. The City should consider creative public-public and public-private partnerships to explore different funding options and strategies to encourage such developments.*







**STRATEGY 5A.** Create a “City by the Lake” branded way-finding system directed towards trails and lakeside amenities.

### ACTIONS

**(i) Develop and adopt branding guidelines for use of the “City by the Lake” theme in signage, lighting, street furniture, and other design elements on routes connecting to trails and lakeside amenities.**

*The City’s 2017 Trails and Bikeways Plan provides recommendations on trail design standards like commonly used signage, branded wayfinding, and lighting, as well as different funding strategies. The 2019 Community Development and Parks Master Plan also lists the priorities for investing in trails and other lakeside amenities and adopting branding guidelines to promote the “City by the Lake” identity.*

**(ii) Coordinate with adjacent municipalities to facilitate better wayfinding on their streets leading to trails and lakeside amenities located within The Colony.**

*Improved connections and wayfinding to the lake from other adjacent municipalities like Frisco, Carrollton, and Plano would benefit The Colony and the neighboring cities as well and should be of mutual interest. For example, Segment 2A identified in the 2017 Trails and Bikeways Plan connects to the City of Frisco trail system and offers an opportunity to advance better access through wayfinding.*

**(iii) Review and amend the Gateway Overlay District to establish a consistent aesthetic along gateway corridors such as Main Street, and to incorporate lake wayfinding and branding features.**

*The intent of the Gateway Overlay District is to create a sense of place that includes a gateway vision for the City. The role of Main Street as a key access corridor for the lake and lakeside amenities needs to be enhanced. While the district regulations include some overall guidelines, it should be amended to identify specific urban design features, signage, and incorporate lakeside amenity wayfinding and branding .*

**(iv) Use the “City by the Lake” brand to market/promote awareness of The Colony’s lakeside amenities.**

*Incorporate “City by the Lake” branding and messaging into City marketing campaigns through web-based and other media to promote the lake and lakeside amenities. Marketing campaigns can feature key amenities and echo branding elements used in gateway features and signage to help strengthen and promote the brand through consistent and widespread usage.*



# 05

Continue to cherish and capitalize on **Lewisville Lake adjacency**

**STRATEGY 5B.** Proactively explore the potential for desirable lakeside development along Main Street to take advantage of lake views and access to amenities.

## ACTIONS

**(i) Work with property owners in the Main Street Focus Areas and seek development partners to explore desirable development opportunities in accordance with area plans.**

*This comprehensive plan identifies four Strategic Focus Areas along Main Street. As part of the proposed area planning processes, the City should proactively identify catalytic development sites and work with property owners and development partners to explore mixed-use, pedestrian-friendly development concepts that take advantage of lake proximity and to target specific businesses to expand the range of goods/service offerings to complement the location, create attractive destinations, and better serve the community.*

**(ii) Add new trail heads for the Shoreline Trail with way-finding signage to provide access from the Main Street Focus Areas.**

*As identified in the strategic focus area concepts in this comprehensive plan, explore new connections from adjacent neighborhoods and commercial destinations to the Shoreline Trail along with appropriate lakeside amenities. These locations should be identified with consistently branded wayfinding signage.*

**(iii) Pursue creation of a signature lakeside civic gathering space in the Main Street-Nash Drive Focus Area in conjunction with the proposed move of City administrative offices to this location.**

*Main Street and Nash Drive focus area has the potential to develop into a lake focused development with urban residential along with civic space for public use to access the lake and the trails. The land adjacent to the future City Hall offers a unique opportunity to add great value to the City's lakeside developments. The civic space, along with the preserved open space by the lake, could be a great location for future public gatherings. Such developments could help create a regional destination attracting residents from neighboring communities. The City should also consider use of the public gathering space for future sponsored events like the City's July 4th celebration "Liberty by the Lake" as well as other regular programming to encourage ongoing lakeside amenity use and to promote awareness of the important role of the lake in the City's ecology and economy.*

# 05

Continue to cherish and capitalize on **Lewisville Lake adjacency**

**STRATEGY 5C.** Invest in creating safe and convenient biking / walking connections from neighborhoods to lakeside amenities.

## ACTIONS

**(i) Prioritize bicycle and pedestrian facility improvements to connect neighborhoods to lakeside amenities based on identified gaps in the network.**

*In conjunction with Strategy 3A, identify, prioritize, and develop conceptual plans and estimates for specific bicycle and pedestrian facility improvements that link neighborhoods directly to the lake, Shoreline Trail, and other lakeside amenities.*

**(ii) Improve connections to the Shoreline Trail network from the nearby roadway network, with additional trail heads and related amenities.**

*Implementation of some of the trail heads identified in the Mobility Vision as well as the Strategic Focus Areas to improve connection to the Shoreline Trail will provide better opportunities for the growing hike and bike community in The Colony to use the City's trail system, enable nearby neighborhood residents to access the lake more easily, and support creation of community destinations through redevelopment and infill in the Strategic Focus Areas.*

**(iii) Invest in public amenities that offer active lakeside recreational opportunities and cultural activities west of the Main Street Corridor and collaborate with future lakeside developments to improve public access to the lake.**

*The creation of community destinations in the Strategic Focus Areas in conjunction with improved public access to the lake west of Main Street will attract more residents and visitors to this part of the lake frontage within The Colony. This will provide an opportunity to enhance the recreation and cultural offerings in the vicinity of Main Street through investment in additional amenities. These investments will in turn support successful redevelopment in the Strategic Focus Areas and increase the attractiveness of the area for both residents and visitors.*







# 06

Support the evolution of **thriving regional mixed-use destinations** to enhance The Colony's economic vitality and grow the tax base.

**STRATEGY 6A.** Support the evolution of three distinct and complementary regional mixed-use destinations at Grandscape, The Cascades, and Live Oaks Logistics Park

## ACTIONS

**(i) Continue to collaborate with property owners to advance master plans to advance the public and private goals for each regional mixed-use destination.**

*Advancing master plans for regional destinations through public-private partnerships where consolidated property ownership exists, provide an effective framework for collaboration and coordination to support the success of existing businesses and attract compatible new uses to foster creation of unique and vibrant mixed-use regional destinations. A holistic approach through a master plan helps achieve desirable development objectives like targeted infill on specific sites, enhanced open space, multimodal connections, and a variety of development types to help diversify the economic base. Master planning would support the continued evolution of Grandscape as a regional shopping, entertainment, and business destination, emergence of Live Oak Logistics Park as a viable regional warehousing and distribution center, and emergence of The Cascades as a mixed-use hospitality, community retail, and special event destination.*

**(ii) Continue to market and attract businesses suited to each regional mixed-use destination.**

*Master plans for each regional mixed-use destination provides a solid basis for targeted marketing and business attraction strategies focused on highlighting the key differentiators that make these destinations unique. The City's can-do attitude has made a big difference in the current development and will continue to do so in the future.*

# 06

Support the evolution of **thriving regional mixed-use destinations** to enhance The Colony's economic vitality and grow the tax base.

**STRATEGY 6B.** Encourage a healthy balance of jobs and housing in the regional mixed-use destinations to provide accessible housing options for employees and to reduce the impact of commuting on the roadway infrastructure and the economy.

## ACTIONS

**(i) Review, evaluate and amend, if necessary, the existing Planned Development District zoning to support a mix of housing and non-residential development within each regional destination.**

*Planned Development Districts (PDs) can allow innovative or unique development that otherwise may not be accommodated by the City's codes. Evaluating the existing planned development district for special areas and amend, if necessary, can help set land use and mobility standards for improved site design, connectivity, preservation of amenities, land use densities, buffer zones/transitions, and more. Most of the mixed-use destinations in the City are PDs. However, there may be some areas in these existing PDs that can offer an opportunity to include a mix of housing choices near jobs to help reduce commuter traffic and congestion on the city transportation network.*

**(ii) Incorporate appropriate platting and site planning standards into the regulatory framework for these large-scale developments to facilitate multimodal circulation and integration of natural areas and landscaping.**

*A master plan for larger developments sets goals and inform standards for open space or public gathering space, multimodal connectivity with adjacent areas, landscaping, and general design standards that resonates with the City. While these locations are developed in phases, the overall plan helps to maintain a standard for the amenities provided. The city should work with the developers and the EDC to develop and adopt such master plans.*

**(iii) Plan for incorporation of smart infrastructure to support a mixed-use environment.**

*Smart infrastructure is an approach that incorporates modern technologies into transportation systems. It can lead to increased economic benefits, data-driven decisions, positive environmental impacts, and improved transportation. The City should consider incorporating smart infrastructure during the early planning stages of new developments in partnership with the developer. In the Live Oak Logistics Park and other redevelopment projects in the City, proactive investment in smart infrastructure will help to incorporate new/emerging technologies in the development.*

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# Implementation Program



# IMPLEMENTATION PROGRAM

Creation of an implementation program is a crucial component of the comprehensive planning process. Plans that are not geared towards implementation tend to sit on the shelf and erode public trust. This section is structured as a tabular action program to inform The Colony's leaders, staff and other decision-makers of the steps necessary to achieve the vision for the City.

The Implementation Program is intended to be a guide and suggested roadmap for decision-making related to the allocation of resources. The Implementation Program does not preclude certain actions from being implemented earlier or later than indicated, subject to the availability of resources.

In order for the City to achieve its vision, the plan must be utilized constantly and consistently, and integrated in ongoing governmental practices and programs. The recommendations included here should be referenced in project programing, expansion of public services, programs, annual budget considerations, and more.



## Progress Reporting

After the adoption of the plan, an annual progress report should be prepared as part of a regular strategic planning process. This annual review will ensure the recommendations and actions included in the plan are implemented.



## Updating the Plan

The plan should be reviewed on a regular basis to ensure that its elements are still relevant to the community and applicable. This plan is meant to be a living document that allows for flexibility for the future and any unforeseen circumstances that may influence and/or change the priorities of the community. It is recommended that comprehensive plans are updated every five to ten years.



## Implementation Table

The implementation table is a tool to identify and monitor the progress of the recommended strategies. These strategies will require collaboration of different stakeholders to achieve the vision of The Colony. The table consolidates the list of recommended strategies described in previous chapters.



## Time Frame

In order to assist with the planning and implementation, the strategies are categorized in different time frames to prioritize and organize the actions. The three categories are described below:



**Short Term:** These are actions that can be initiated within 1 year and completed within 2 years.



**Medium Term:** These are actions that can be initiated within the next 2 years and completed within the next 3 to 5 years.



**Long Term:** These are actions that can be initiated within the next 3 to 5 years and completed within the next 5 to 10 years.



## Lead and Partner Agencies








The implementation of the strategies in the Comprehensive Plan will require involvement and cooperation of different agencies across silos. There are different aspects of the Plan like adoption of regulations, administration of the development code, amendment of the development code, collaboration with other organizations, partnership with private organizations, and more. For all the strategies, a lead agency is identified. There are partner agencies identified, without whose collaboration and support the task is not complete. Each agency, individual or group will play a vital role in the successful implementation of the Comprehensive Plan.


# IMPLEMENTATION TABLE

# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services

## STRATEGY 1A. Protect the character of stable neighborhoods and land use transitions

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Develop and codify design guidelines/standards to help preserve neighborhood character and maintain small town feel.</b>		Planning	Engineering
<b>(ii) Establish administrative policies and processes for review and approval of land use transition</b>		Planning	Engineering
<b>(iii) Consideration of residential adjacency in strategic focus areas</b>		Planning	Engineering, Economic Development

 **Desired Outcome** - The design of infill development/redevelopment with residential adjacency do not negatively impact the existing stable residential neighborhood thus maintaining its unique character.

## STRATEGY 1B. Incentives for home improvement for aging neighborhoods

<b>(i) Evaluation of similar programs in other cities for best practices</b>		Planning	Community Image
<b>(ii) Cost-benefit analysis of home improvement incentives/programs</b>		Planning	Community Image








 **Desired Outcome** - Well maintained neighborhoods by homeowners with assistance from the City.



# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services





## STRATEGY 1C. Establish a "Neighborhood Stewardship Program" to promote neighborhood maintenance

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Collaborate and build on the "Keep The Colony Beautiful" (KTCB) program</b>		Community Image	Library, Communications
<b>(ii) Develop a user-friendly code enforcement guide to educate homeowners</b>		Building Inspections/Permits	Building Standards Commission, Planning, Community Image
<b>(iii) Expand the existing The Colony Cares program</b>		Community Image	City Management



**Desired Outcome** - Improved compliance with city codes and better-informed homeowners

## STRATEGY 1D. Continue to invest in a well-connected park and trail system in accordance with the Community Development & Parks Master Plan

<b>(i) Expand on city's trail system with improved on-street connections</b>		Parks and Recreation	Community Development Corporation, Public Works/Utilities
<b>(ii) Improved access to Cascades-Grandscape Trailhead</b>		Parks and Recreation	Community Development Corporation, Public Works/Utilities
<b>(iii) Access to Utility Corridor trail from adjacent neighborhoods and municipal complex</b>		Parks and Recreation	Community Development Corporation, Public Works/Utilities
<b>(iv) Improve lakeside trail access from Main Street corridor</b>		Parks and Recreation	Community Development Corporation, Public Works/Utilities











**Desired Outcome** - Improved connection to citywide trails network for the growing bike and hike community.

# 01

Maintain The Colony's **small home-town** quality while continuing to enhance quality of services












## STRATEGY 1E. Initiate a Citywide Facilities Master Plan to ensure long-term quality, sustainability and accessibility of essential community services

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Explore co-location of multiple related services</b>		City Council	Public Works/Utilities, ISD, Library
<b>(ii) Explore collaboration with other institutions to expand range and reach of services</b>		The Colony Community Center	Library, School Districts, KTCB,
<b>(iii) Invest in green infrastructure and smart technology in City facilities for sustainability</b>		Public Works/Utilities	City Council, Community, Engineering
 <b>Desired Outcome</b> -Sustainable and cost efficient city infrastructure for long term benefits.			

# 02

Proactively encourage redevelopment in **strategic focus areas** to deliver public benefits in terms of increased tax base and enhanced quality of life for the community as The Colony approaches buildout of available undeveloped land









## STRATEGY 2A. Develop area plans for each Strategic Focus Areas with stakeholder engagement in developing a detailed redevelopment vision to facilitate desirable redevelopment

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i)</b> Establish planning process with inclusive community engagement to inform the future redevelopment vision		Planning	Economic Development, City Management, Engineering
<b>(ii)</b> Explore collaborations/partnerships to identify potential catalytic development sites		Economic Development	Planning, Finance, City Management, City Council
<b>(iii)</b> Conduct site-specific market studies and economic analysis to evaluate feasibility		Economic Development	Planning, Finance
<b>(iv)</b> Define regulatory changes needed to facilitate the redevelopment vision identified in the Strategic Focus Area plans		Planning	Economic Development, Engineering
<b>(v)</b> Identify, define, and prioritize the scope and preliminary cost estimates for specific public improvements needed		Planning	Economic Development, Engineering
<b>(vi)</b> Identify, develop, and deploy incentives to foster redevelopment, small business development, and new local business start-ups within Strategic Focus Areas		Economic Development	Planning, Finance
 <b>Desired Outcome</b> - A well defined vision with identifiable actions, based on prioritization, for the implementation of the Strategic Focus Areas.			



# 02










Proactively encourage redevelopment in **strategic focus areas** to deliver public benefits in terms of increased tax base and enhanced quality of life for the community as The Colony approaches buildout of available undeveloped land

STRATEGY 2B. Use Strategic Focus Area plans to target proactive planning and implementation resources			
 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Using Strategic Focus Areas as prioritizing factor in budgeting and capital planning processes</b>		Planning	City Management, Finance, Economic Development
<b>(ii) Periodically review, refine, or modify list of Strategic Focus Areas and implementation priorities</b>		Planning	Finance, Economic Development
<b>(iii) Use Strategic Focus Areas to pilot new citywide programs, initiatives and incentives</b>		City Management	Planning, Economic Development, Transportation/ Engineering
 <b>Desired Outcome</b> -Resource allocation and innovation in The Colony driven by strategic area planning.			

# 03

Enhance **multimodal transportation** options to manage traffic congestion and serve the growing hike & bike community. A wider variety of safe and sustainable options will be needed for city residents to travel to and from local destinations








## STRATEGY 3A. Improve on-street bike connections to schools, recreational amenities, mixed-use destinations, and the trail system

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Conduct a GIS analysis of all bicycle and pedestrian facilities to identify and prioritize gaps redevelopment vision</b>		GIS	Planning, Engineering, Public Works/Utilities, Parks & Recreation
<b>(ii) Update the City's Thoroughfare Plan to incorporate recommendations of the Trail and Bikeway Master Plan and Multimodal Corridors identified in the Mobility Vision</b>		Engineering	Planning, Parks & Recreation, Public Works/Utilities
<b>(iii) Incorporate complete street design principles and guidelines into the City's paving design manual to provide for bicyclist and pedestrian safety and convenience</b>		Engineering	Planning, Public Works/Utilities
<b>(iv) Amend zoning in Strategic Focus Areas to incorporate provisions to support biking and walking</b>		Planning	Public Works/Utilities, Engineering, Parks & Recreation
 <b>Desired Outcome</b> - Well connected citywide on-street and off-street network for convenient and safe biking and walking to destinations.			

# 03

Enhance **multimodal transportation** options to manage traffic congestion and serve the growing hike & bike community. A wider variety of safe and sustainable options will be needed for city residents to travel to and from local destinations



## STRATEGY 3B. Collaborate with TXDOT on Main Street Corridor improvements to provide a safer environment for pedestrians and bicyclists

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Explore speed limits, traffic calming measures, access/curbside management, intersection improvements, and other roadway design features to reduce conflicts along Main Street</b>		Engineering	Planning, Engineering, Public Works/Utilities
<b>(ii) Develop plans for safe and convenient bike and pedestrian crossings across Main Street to improve neighborhood access to lakeside amenities west of Main Street.</b>		Engineering	Planning, Public Works/Utilities
<b>(iii) Amend the Gateway Overlay District ordinance to incorporate pedestrian and bike-friendly design provisions</b>		Planning	Planning, Public Works/Utilities, Parks & Recreation



**Desired Outcome** - Improved walking and biking along and across Main Street connecting neighborhoods to lakeside amenities.

## STRATEGY 3C. Explore local transit circulator systems through public-private partnerships at major regional mixed-use destinations using innovative technology to facilitate efficient and effective circulation, traffic management and parking

<b>(i) Collaborate with Grandscape to conduct a preliminary study for a potential automated circulator system</b>		Engineering	Planning, Engineering, Public Works/Utilities
<b>(ii) Consider implementing a pilot circulator system based on the findings of the preliminary study</b>		Engineering	Planning, Engineering, Public Works/Utilities










**Desired Outcome** - A pilot circulator system at one of the regional mixed-use destinations within the city to improve and better manage traffic in the area.



# 04

Maintain a **diverse housing stock** to meet the needs of all residents and increase affordability for The Colony's growing population.




## STRATEGY 4A. Conduct a citywide housing gap analysis for The Colony in the context of the region over the next ten year

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Assess demand for housing of various types and price ranges based on demographic and employment trends</b>		Planning	GIS, Building Inspections/Permits, Community Image, Economic Development
<b>(ii) Assess current housing supply in terms of type, age, condition, and price range</b>		Planning	GIS, Building Inspections/Permits, Community Image
<b>(iii) Define reasonable targets for new types of housing needed to meet demand</b>		Planning	GIS, Building Inspections/Permits, Community Image, City Management, City Council



**Desired Outcome** - A citywide housing analysis based on forecasted demographic and employment needs for better future planning.

## STRATEGY 4B. Define strategies to meet the defined targets for new housing types to support economic development in targeted mixed-use areas

<b>(i) Use area planning to develop and apply site-specific strategies to accommodate desired new housing types in targeted areas</b>		Planning	GIS, Building Inspections/Permits, Community Image
<b>(ii) Identify and authorize appropriate zoning and infrastructure improvements to accommodate new housing types</b>		Planning	GIS, Building Inspections/Permits, Community Image
<b>(iii) Create incentives for inclusion of affordable housing units as part of new developments</b>		Planning	GIS, Building Inspections/Permits, Community Image












**Desired Outcome** - Actionable steps and policies to achieve targets for new types of housing needed based on the analysis.

# 05

Continue to cherish and capitalize on **Lewisville Lake adjacency**








## STRATEGY 5A. Create a “City by the Lake” branded way-finding system directed towards trails and lakeside amenities

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i)</b> Develop and adopt branding guidelines for use of the “City by the Lake” theme in signage, lighting, street furniture, and other design elements		Parks and Recreation	Planning, Convention & Visitors Bureau
<b>(ii)</b> Coordinate with adjacent municipalities to facilitate better wayfinding on their streets that lead to City’s trails and lakeside amenities		Parks and Recreation	Community Development Corporation, Convention & Visitors Bureau, Public Works/ Utilities, Planning
<b>(iii)</b> Review and amend the Gateway Overlay District to establish a consistent aesthetic along gateway corridors		Planning	Community Development Corporation, Public Works/ Utilities, Parks and Recreation
<b>(iv)</b> Use the “City by the Lake” brand to market/ promote awareness of The Colony’s lakeside amenities		Parks and Recreation	Convention & Visitors Bureau
 <b>Desired Outcome</b> - A well guided wayfinding system leading to city’s trails and lakeside amenities.			

# 05

Continue to cherish and capitalize on **Lewisville Lake adjacency**




## STRATEGY 5B . Proactively explore the potential for desirable lakeside development along Main Street to take advantage of lake views and access to amenities

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Work with property owners in the Main Street Focus Areas and seek development partners to explore desirable development opportunities</b>		Planning	Economic Development
<b>(ii) Improved access to the Shoreline Trail from the Main Street Focus Areas</b>		Parks and Recreation	Public Works/Utilities
<b>(iii) Pursue creation of a signature lakeside civic gathering space in the Main Street-Nash Drive Focus Area</b>		Planning	City Management, Parks and Recreation



**Desired Outcome** - Catalytic improvements that promote Main Street at The Colony's gateway corridor.

## STRATEGY 5C . Invest in creating safe and convenient biking / walking connections from neighborhoods to lakeside amenities

<b>(i) Prioritize bicycle and pedestrian facility improvements connecting neighborhoods to lakeside amenities</b>		Parks and Recreation	Planning, Public Works
<b>(ii) Improve connections to the Shoreline Trail network from the nearby roadway network</b>		Parks and Recreation	Planning, Public Works/ Utilities
<b>(iii) Invest in public amenities that offer active lakeside recreational opportunities and cultural activities and collaborate with future lakeside developments</b>		Parks and Recreation	Planning, Public Works/ Utilities









**Desired Outcome** - Improved access to Shoreline Trail from Main Street corridor with increased public amenities for lakeside recreation and lakeside development.



# 06

Support the evolution of **thriving regional mixed-use destinations** to enhance The Colony's economic vitality and grow the tax base.




## STRATEGY 6A. Support the evolution of three distinct and complementary regional mixed-use destinations at Grandscape, The Cascades, and Live Oaks Logistics Park

 Actions	 Time Frame	 Lead	 Partner Agencies
<b>(i) Continue to collaborate with property owners to advance master plans focusing on public / private goals for each regional mixed-use destination.</b>		Economic Development	Planning, City Management
<b>(ii) Continue to market and attract businesses suited to each regional mixed-use destination.</b>		Economic Development	Planning, City Management



**Desired Outcome** - Evolution of three distinct and complementary regional mixed-use destinations offering unique opportunities.

## STRATEGY 6B. Encourage a healthy balance of jobs and housing in the regional mixed-use destinations to provide accessible housing options for employees

<b>(i) Review, evaluate and amend, if needed, the existing Planned Development District zoning to support a mix of housing and non-residential development</b>		Planning	Economic Development, City Management, City Council
<b>(ii) Incorporate appropriate platting and site planning standards in regulatory framework to facilitate multimodal circulation</b>		Planning	Engineering, Public Works/ Utilities
<b>(iii) Plan for incorporation of smart infrastructure to support a mixed-use environment</b>		Planning	Engineering, Public Works/ Utilities



**Desired Outcome** - Development of mixed-use destinations with a variety of housing catering to the jobs within the destinations leading to improved multimodal circulation.

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# Appendices

1. The Colony History
2. Existing Conditions



# 1. The Colony History

The Colony is situated along the eastern edge of the Lewisville Lake Dam and reservoir in a Blackland Prairie ecological region, which features streams, topography, and historically highly fertile soils cultivated for agriculture. In recent history, large bodies of water did not exist in North Central Texas prior to the massive public works projects of the first half of the 20th century but are now a prominent feature of the landscape.

The Lewisville Lake reservoir plays a key role in the identity of The Colony, as it is used for various recreation activities, supports soil conservation, and is a drinking water source for many cities in the region, including Dallas, Denton, and The Colony. The surface area of the lake is approximately 41 square miles, making it 2.6 times the size of The Colony's 16.1 square miles of city limits and almost one fifth of the land area of Denton County. Almost 26 miles of the lake's 183-mile shoreline are within The Colony's city limits.

While the changes caused by the construction of the Lewisville Lake Dam are the most dramatic changes to the land and natural environment surrounding The Colony, there is another major change that has been occurring incrementally since the middle of the twentieth century. Just as the native prairies were slowly converted into agricultural land, changing the face of North Central Texas, these agricultural lands have been changed gradually but constantly into residential, industrial, and commercial lands, typically in that order. With time, the image of agriculture has faded from the landscape, being found only in small pockets or on the outskirts of the Metroplex.

Permanent settlement of the area by colonists began during the 1840s and 1850s. They lived in small houses on farms and ranches in small communities across Denton County until the 1970s. During 1972 and 1973, Fox and Jacobs, a residential land developer, purchased much of the land in present day The Colony and began building track houses. Many of the streets, as well as later parks, were named after the original settlers and landowners. The first houses were built in 1974 and

the development, named The Colony by Fox & Jacobs, grew rapidly and had a population of over 5,000 residents by 1977. The residents voted to incorporate as a city in 1977 and chose to retain the name The Colony, named of course after Peters Colony. In 1987 the small lakeside community of Eastvale and The Colony voted to merge.

Much of The Colony's housing stock was built in the late 1970s and 1980s, but construction continued in the 1990s and 2000s. Commercial growth began significantly later for The Colony with much of the City's retail areas being developed in the 1990s and 2000s. The two main commercial corridors within the city are the north/south Farm-to-Market Road 423 (FM 423, also known as Main Street) and the east/west State Highway 121. South of SH-121, several corporate offices have been developed as part of the Austin Ranch Development. To date, several companies have located headquarters, offices, and distribution centers in this part of The Colony, including Edward Don, Inc (a restaurant supply company) and Pizza Inn.

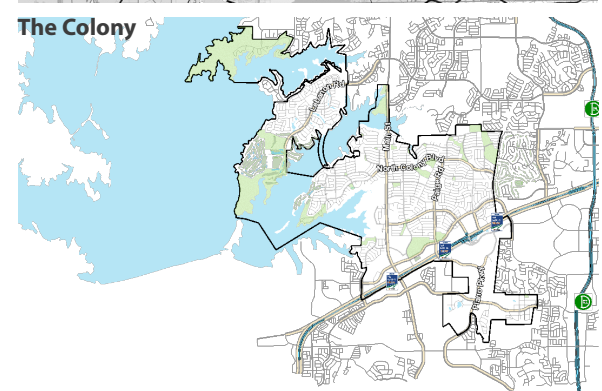
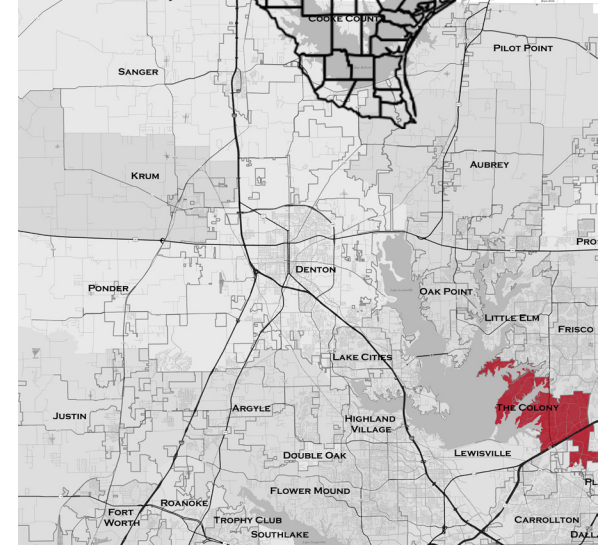


## 2.Existing Conditions

The City of The Colony, known as “The City by the Lake”, is 16.1 square miles and located in southeastern Denton County, TX. It is a family-friendly, growing community located on the eastern side of Lewisville Lake near the intersection of State Highway 121 and FM 423 (Main Street). This community is 8 miles east of Lewisville, 15 miles from the Dallas-Fort Worth (DFW) International Airport, and 24 miles north of downtown Dallas. The Colony shares its western border with Lewisville, both northern and eastern borders with Frisco, and the southern border with the cities of Carrollton and Plano. Approximately 26 miles of Lewisville Lake shoreline are positioned within the city limits, providing a natural habitat for various native plants and animals and an abundance of recreation opportunities for citizens and visitors. These geographic features not only define the physical features of The Colony, but also define the image of the community.



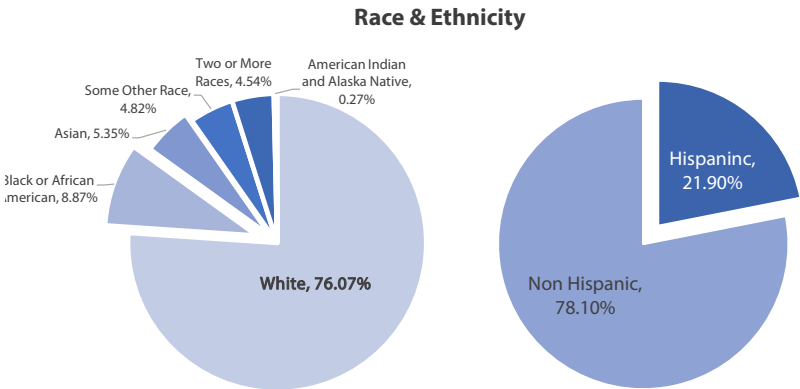
Denton County



Understanding the population and demographic trends for The Colony and the surrounding region is a crucial building block in determining the city’s future needs. It is important to know demographic facts to properly plan for communities. Strategies and actions are more applicable and tailored specifically to the people in The Colony if the residents and their characteristics are understood. Part of population and demographic trends were analyzed and summarized in the first chapter and the rest has been discussed in the following paragraphs:

Race & Ethnicity .....

The Colony is a less diverse community than most in DFW area and currently dominated by the non-Hispanic white population. Its racial composition in 2019 was similar to the Denton County racial makeup which significant majority were White population (The Colony: 76.1 percent, Denton: 78.72 percent) and only 23.93 percent of its residents are non-White or mixed race. Twenty-one percent of the Colony origin population are Hispanic.



Source: American Community Survey (ACS),2015-2019

According to the ESRI Diversity Index, The Colony diversity index has increased from 61.4 in 2010 to 69.4 in 2020 and it will reach to 72.7 in 2025. (ESRI’s Diversity Index captures the racial and ethnic diversity of a geographic area in a single number, from 0 to 100, For example, if an area’s entire population belongs to one race or ethnic group, the area has zero diversity.) This change indicates the City is becoming more diverse.

Household Size and Income .....

64.3% of households that are living in this area are families with average family size of 3.25 and median income of \$87,187 which, compared to most cities and towns within the DFW Metroplex, was one of the highest household median incomes in 2019. Higher incomes often correspond with more disposable income and more money to either save or spend, which naturally leads to a growth in consumption, so it could lead to the economic growth of the area and the entire region.

Year	Median Household Income
2000	64,080
2010	76,497
2019	87,187

Source: American Community Survey (ACS), Esri, 2021

Housing Quantity, Tenure and Type .....

The Colony has a total of 18,814 housing units and 16,391 total households, with an average household size of 2.62 people. Approximately 57% of the total housing units are owner occupied and 35.3% are renter-occupied. The total housing unit vacancy rate is 5.7%, or 1,072 units. Housing occupancy status and tenure is summarized in the table on the following page:



## Housing Units by Occupancy Status and Tenure

	Number of Housing Units	Percent
Total units	18,814	100%
Occupied	17,742	94.3%
Owner	10,121	57.0%
Renter	6,270	35.3%
Vacant	1,072	5.7%

Source: American Community Survey (ACS), 2015-2019

## Housing Age .....

Approximately 83% of The Colony's housing stock was built in the five-decade span between 1960 and 2009. Since 2010, 2,335 units of housing have been added to the community, which makes up approximately 14.2% of the housing stock. It is estimated that less than 10% of the existing housing stock is older than 50 years

Year Structure Built	Housing Units	Percent
2014 or later	1,032	6.3%
2010 to 2013	1,303	7.9%
2000 to 2009	4,799	29.3%
1980 to 1999	5,117	31.2%
1960 to 1979	3,730	22.8%
1940 to 1959	356	2.2%
1939 or earlier	54	0.3%
Total	16,391	100%

Source: American Community Survey (ACS), 2015-2019

## Housing Value .....

The median home value of owner-occupied homes in The Colony is \$228,750. Nearly 90% of the owner-occupied homes are valued between \$100,000 and \$499,999, and 64.3% fall within the \$100,000 to \$299,999 value.

Value	Owner-occupied units	Percent
Less than \$50,000	193	2.1%
\$50,000 to \$99,999	319	3.5%
\$100,000 to \$299,999	5,932	64.3%
\$300,000 to \$499,999	2,160	23.4%
\$500,000 to \$749,999	407	4.4%
\$750,000 to \$999,999	140	1.5%
\$1,000,000 or more	73	0.8%
Total owner-occupied units	9,224	100%
Median value	\$228,750	

Source: American Community Survey (ACS), 2015-2019

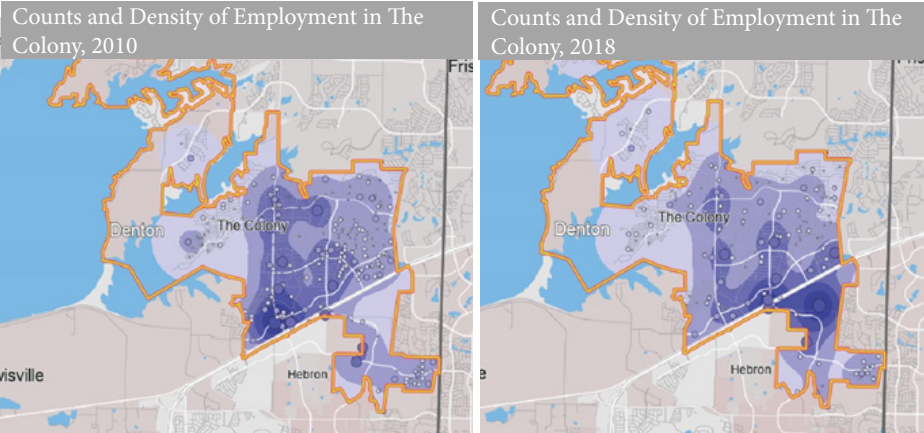
## Economic Context .....

The Colony's economic context and business community are essential to community health in terms of job opportunities, the business market, and quality of life. A synopsis of current economic conditions in The Colony will assist in providing areas of opportunities for economic growth and development.

The Colony's employment growth has been analyzed in the first chapter. More information has been provided in the following paragraphs:

Employment Location .....

The following figures show the change in counts and density of employment in The Colony between 2010 to 2019. In addition to the increased job count within The Colony within this decade, what is even more striking is the shift in job density from Memorial Drive and Main Street in 2010 to south of Highway 121 around Grandscape in 2019.



Unemployment .....

The Colony’s unemployment rate in 2019 was at 2.5%, lower than Denton County, the Dallas-Fort Worth Metropolitan Statistical Area, and the state as a whole. Note that these numbers were recorded for 2019 and are reflective of the pre-pandemic unemployment rate. Still, The Colony’s relatively low unemployment rate is a sign of both the residents and economic situation of the city.

	The Colony	Denton County	Dallas-Fort Worth MSA	Texas
Unemployment Rate	2.5%	3.0%	4.1%	4.4%

Economic Drivers .....

More than 76% of The Colony’s population have white-collar jobs (office environment) and work in professional, scientific, management, educational, health care, recreation, accommodation, and food services



2019 ACS employment data indicates that 43.7% of The Colony’s residents are employed in the following 3 main industries:

- 1) Educational services, health care, and social assistance
- 2) Finance, insurance, real estate, rental, and leasing
- 3) Professional, scientific, management, administrative, and waste management services.

On the other hand, an analysis of the distribution of jobs by industry sector underscores almost 58% of job within The Colony jobs are in retail trade, accommodation, and food services.

Although the retail trade is the dominant industry in the area, there is retail gap in some marketplaces. ESRI data measures the relationship between supply and demand and presents it as a leakage or surplus factor that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents ‘leakage’ of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The figure on the following page illustrates this retail gap in the area by industry group.

## Tapestry Segmentation .....

Demographics describe quantifiable characteristics of individuals and groups of people. Psychographics build on demographic characteristics, helping identify preferences for certain types of products or activities based on a person's values, attitudes, lifestyle, and other factors. Two people might be demographically identical – the same age, household size, profession, income, etc. – but one might prefer canned domestic beer, for example, while the other prefers bottled imports.

To better understand some of the general lifestyle characteristics and consumer preferences of The Colony, we used data from ESRI. ESRI has developed a proprietary classification system, called Tapestry, to classify residential neighborhoods in the US into 14 major "LifeMode" groups, then into 67 more detailed segments, or subgroups, based on demographic and socioeconomic characteristics. It then identifies concentrations, or clusters, of individuals and households throughout the US according to these characteristics. Typical vibrant community populations consist of 10 or more categories.

The Colony consists of five, showing a homogeneous community make-up. The City's profile is dominated by middle class and affluent, family-oriented segments, indicating higher incomes and higher disposable retail spending. Emerging segments include more middle income and ethnically diverse households. This analysis helps understand the people of The Colony on a deeper level, which will provide the base level knowledge for building appropriate strategies and actions for the future. The people of The Colony are special, and their unique tapestry profile acts as the beginning of the story to a bright future



Source: Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

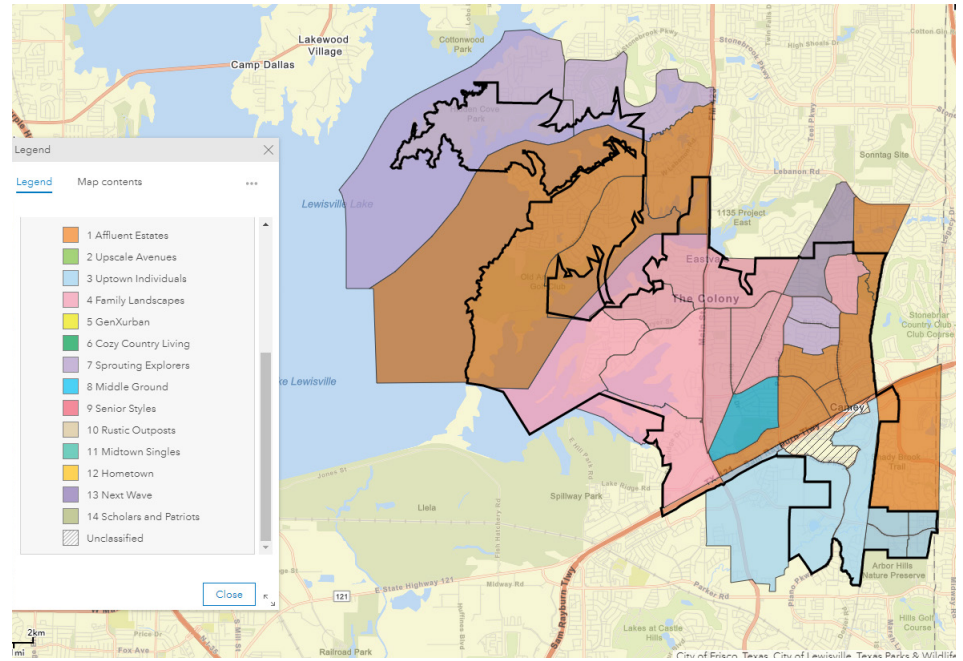
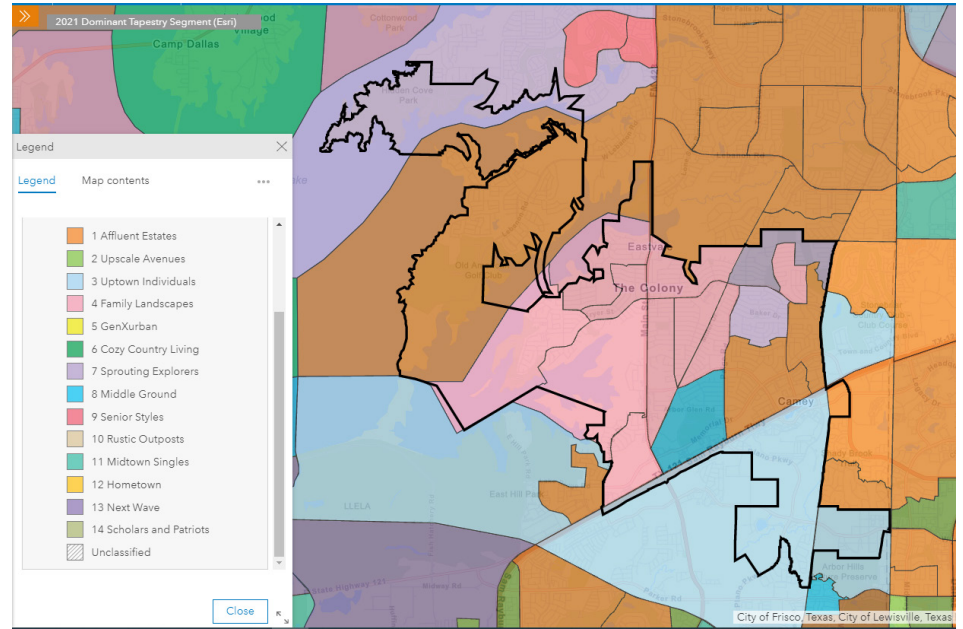
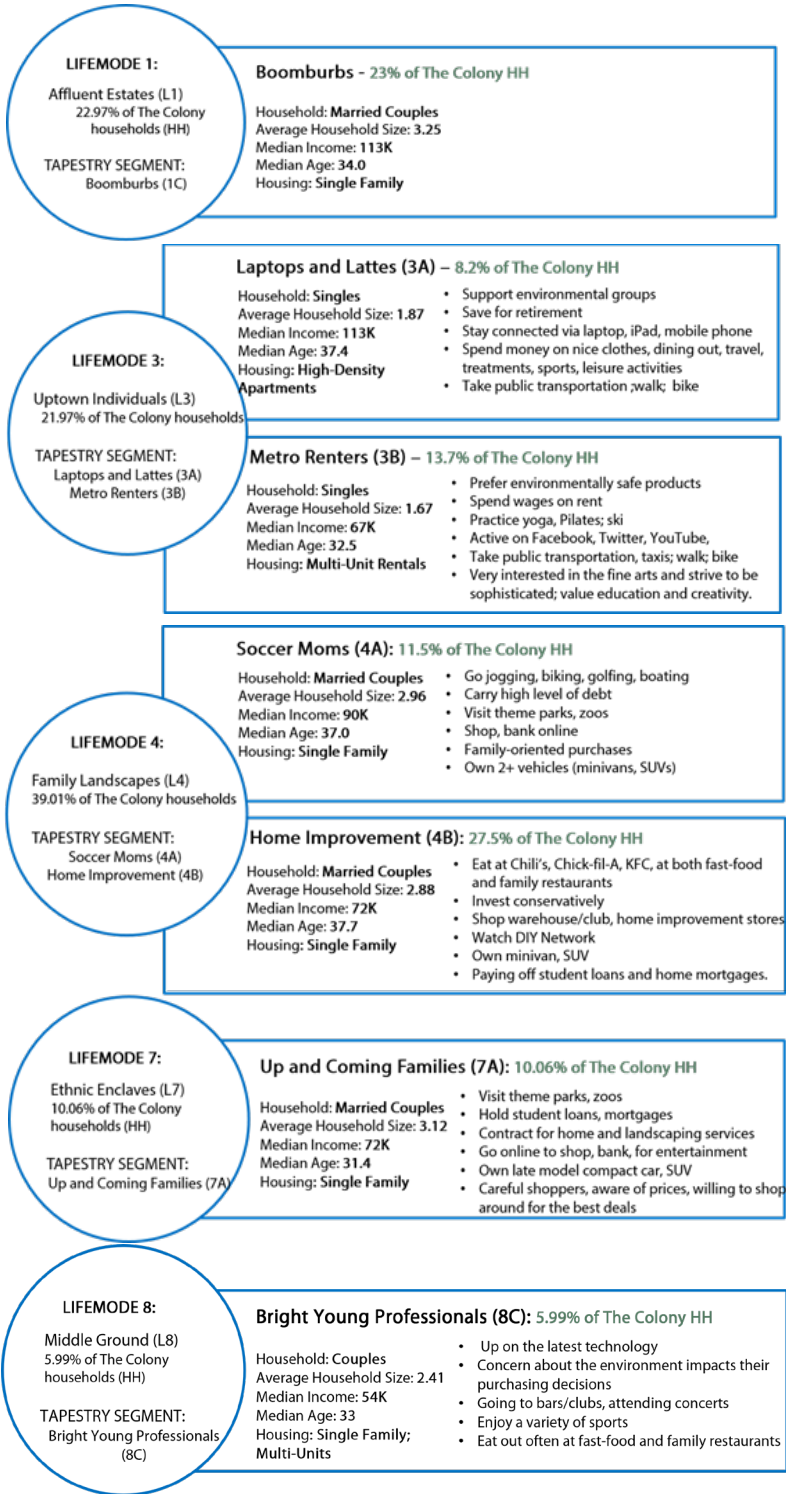
Key retail industry groups with the highest lost sales along with highest consumer spending potential include:

- Motor Vehicle & Parts Dealers
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- Non-store Retailers

According to the ESRI Consumer Spending Data, the top five consumer spending which means the amount spent for a product or services by all households in the area are:

- Value of Retirement Plans
- Value of Stocks/Bonds/Mutual Funds
- Mortgage Payment and Basics
- Food
- Health Insurance





# TRANSPORTATION AND MOBILITY OVERVIEW

The Colony's overall transportation system reflects the City's origins as a post-World War II planned suburban community, though it has been influenced by trends and changing patterns evident throughout the Dallas-Fort Worth metroplex. In particular, it was built around vehicle transportation, and the City's predominance of single-family residential neighborhoods in self-contained subdivisions means that a large part of the vehicle traffic serving its travel demand travels on a limited number of thoroughfare streets. However, recent growing interest in bicycle and pedestrian travel has brought investment in several multiuse paths and trails around the City, particularly connecting to parks, schools, and other civic and recreational amenities.

## Roadway and Street System .....

The street network in The Colony is oriented to the major thoroughfares that existed as rural roads prior to the community's development; today these are arterial thoroughfares connecting through the city and providing access to commercial nodes. As The Colony itself and the suburban communities around it have grown in the last several decades, these thoroughfare roads have evolved into multi-lane arterial streets designed to carry high volumes of traffic, with numerous additions to roadway capacity designed to keep up with the growth in traffic in the larger area. In recent years, this has included the Main Street/FM 423 widening project by TxDOT, encompassing over 10 miles of construction in The Colony, Hebron, and Frisco. In The Colony, this project added an on-street shared-use path from Stewarts Creek Road to State Highway 121. In addition, strategic additions to the street network, such as two connector roads between Memorial Drive and SH-121, have been completed in recent years, allowing greater circulation options in the most heavily traveled parts of the City.

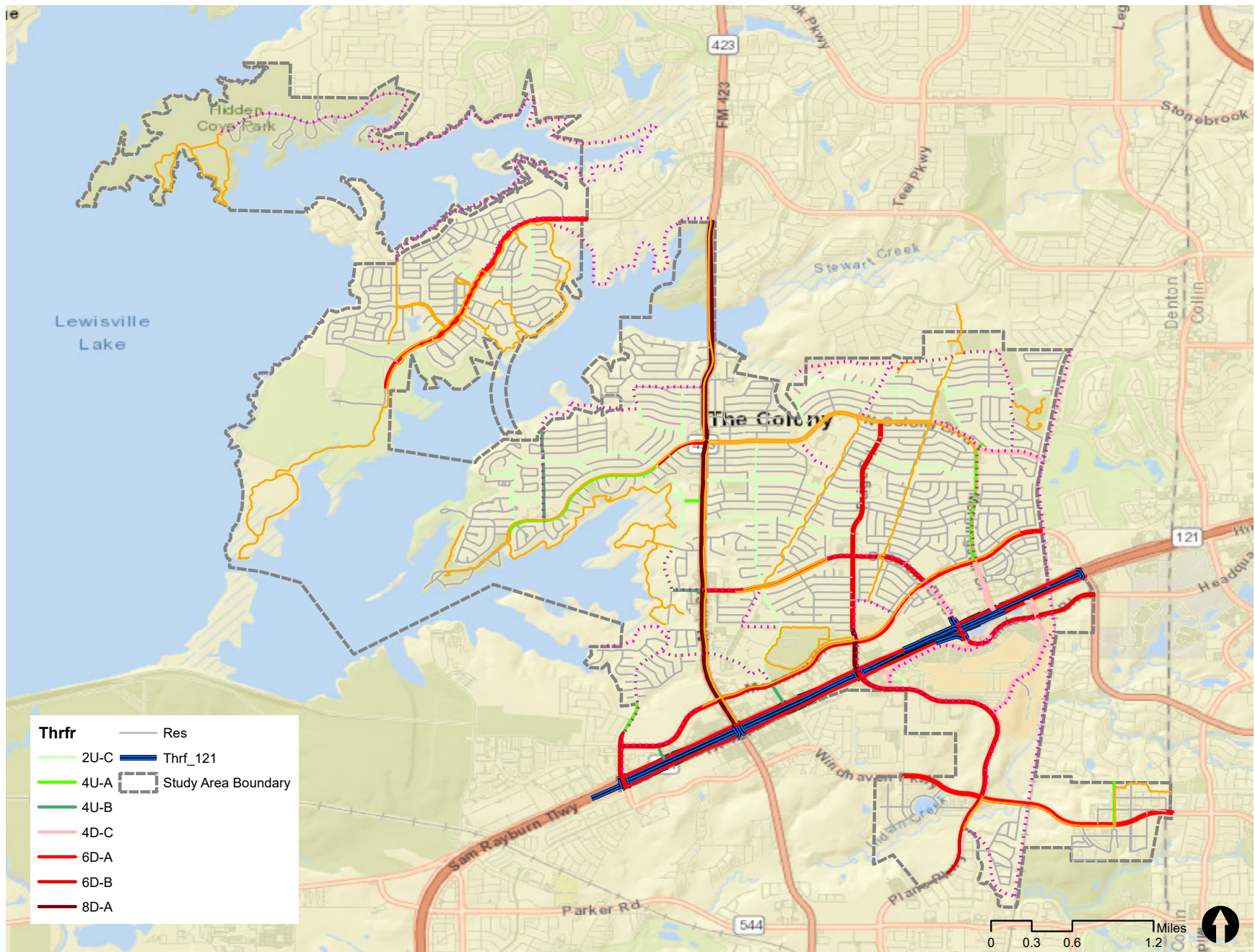
Although these thoroughfares carry most of the traffic of The Colony, the majority of the City's streets are local streets providing access to the single-family residential neighborhoods. These generally follow parallel patterns forming residential blocks, though they are not connected as a uniform grid, and do not feature regular intersections with main roads. This is a feature common to post-World War II suburban communities throughout the United States. It provides a sense of relative privacy and separation of residential areas from through traffic, though it also requires a relatively limited number of streets to carry much of the City's traffic.

### Main Street

The Colony's primary thoroughfare connects most of the City's residential neighborhoods and crosses both Lewisville Lake (to the north) and SH-121 (to the south). As its name suggests, it is a primary business street through the city, although not continuously: much of Main Street's length through The Colony is alongside residential neighborhood subdivisions, with commercial and civic districts focused on the major intersections of North Colony Boulevard, South Colony Boulevard, and Memorial Drive. Main Street features an interchange with SH-121 and continues south into Hebron and Carrollton.

The road is a six-lane arterial thoroughfare carrying an average of 50,000-55,000 vehicles per day in its busiest section, generally between North and South Colony Boulevards. This makes it The Colony's busiest surface street by far, and the only one with traffic volumes generally exceeding 25,000 vehicles per day.







## North and South Colony Boulevards

The two streets forming the primary connections through the City's neighborhoods are North and South Colony Boulevards. In the east, these streets connect into the commercial district along Memorial Drive, and they extend west to Main Street. North Colony Boulevard continues west of Main Street to connect to the residential neighborhoods of the Stewart Peninsula.

Both these streets feature a typical cross-section used in other streets in The Colony, but primarily on these two: they include a main dual-cartway section with travel lanes divided by a median, but this is flanked by two one-way frontage roads that feature on-street parking and have been marked with shared-use arrows as bicycle connections (additional discussion on these bicycle treatments follows in the Active Transportation section of this summary).

## SH-121 and Its Interchanges

State Highway 121, also known as the Sam Rayburn Tollway, is a limited-access freeway providing direct connections from The Colony to Dallas-Fort Worth International Airport and on to downtown Fort Worth. While not considered to the same degree as other topics in this summary as a part of the City's mobility system (due to its limited access nature), it is nonetheless a key regional transportation link for The Colony. It features five interchanges with surface streets within The Colony's city limits: Main Street, South Colony Boulevard, Spring Creek Parkway, and Paige Drive-Plano Parkway. Following a design typical of Texas freeways, SH-121 features parallel one-way access frontage roads parallel to the main freeway lanes. These not only provide access to properties along the freeway, they also serve as partial ramps connecting major surface cross-streets back to the freeway via ramps. As such, other streets in The Colony have indirect access to SH-121: Morning Star Drive, Destination Drive, and Market Street, among others. The more fluid nature of limited access freeways in Texas compared to other parts of the United States

means that the SH-121 corridor is a hybrid of true limited access with direct street and driveway access to properties, with the frontage roads serving as a transition between the two.

## Traffic Volumes and Patterns .....

An arterial-based roadway system like The Colony's typically sees higher concentrations of traffic on a limited number of roads. However, The Colony features particular challenges of geography that complicate its arterial-grid roadway hierarchy and place particular emphasis on a limited number of connecting roads through the City. The most notable of these is Lewisville Lake and its relationship to Main Street. The lake forms the western edge of much of the city limits, although these include a peninsula with the Stewart Creek community and park, as well as the Nature Preserve north of SH-121. The City's most recent Thoroughfare Master Plan (from 2008) proposed the construction of a lake causeway crossing this lake inlet and providing an alternative to Main Street to connect the Stewart peninsula with other parts of the City, although this has not been constructed.

Likewise, SH-121 is also a key physical feature in the overall street network, with the only crossing locations of SH-121 being roads with freeway interchanges (whether direct or indirect). This means that any traffic traveling south from The Colony to neighboring communities must travel through these interchanges, locations where the freeway network interfaces directly with surface streets.

The roadway map shows the overall street network of The Colony by its functional classification. While local streets account for much more overall street mileage (by centerline) than other classes, as is typical in most American cities and towns, when comparing lane mileage the classes are much closer to equal distributions. This is significant because it underscores the degree to which the limited arterial thoroughfares in the City serve crosstown and regional travel, and the degree

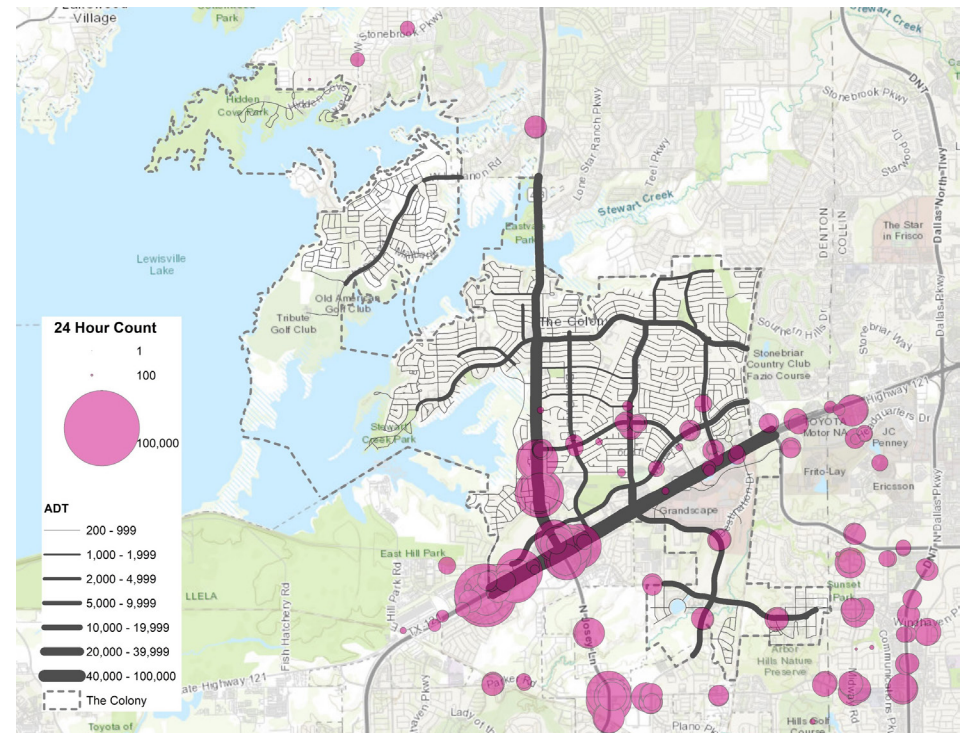
to which their capacity has been expanded over time to accommodate growth in travel demand and traffic. This has had implications for the design of these roads, especially as the community has grown. Main Street and other main arterial thoroughfares have been widened continually since the development of the community, while most local streets have been left as they were in their original design.

The Master Thoroughfare Plan of 2008 presents an overall set of planned cross-sections for these thoroughfares, determined by using the North Central Texas Council of Governments (NCTCOG) regional travel demand forecasting model and comparing expected growth in The Colony and surrounding communities to the roadway network. The MTP identified roadway cross-sections intended to address travel demand based on this growth forecast, and each of the main roads already identified in Figure and Table A is planned for increased capacity. If this were realized, it would continue to add to overall lane-mileage of each of the arterial and collector-class roadways, further emphasizing the degree to which a small number of streets carry much of The Colony's travel demand.

This is underscored by comparing the existing street network, comprised of all streets in The Colony, to the effective network of streets that form a true fabric of redundant connections—in other words, the street network without dead-end, cul-de-sac, and no-outlet streets that do not provide multiple ways of connection. The overall difference between these two is striking, as shown in Figure C: no streets west of Main Street contribute to this overall network as North Colony Parkway offers no other network connections back to Main Street from the Stewart Peninsula.

However, it is useful to consider how traffic patterns currently use this roadway capacity. When comparing actual traffic volumes on the roadway network to the existing and planned lanes, many of The Colony's thoroughfare streets appear to have ample vehicle-carrying capacity today, and many would have

even more in the future. Figure B illustrates the average amount of daily traffic on major thoroughfares normalized by the number of lanes. Of the City's major thoroughfares, only Main Street approaches its vehicle carrying capacity, and this is only in the 'mid-section' of the City generally between North and South Colony Boulevards. North of Lake Highlands Drive, the last of the major intersections before the Main Street causeway over Lewisville Lake and that road's connection into Frisco, Main Street's volume declines significantly. The road is serving a dual purpose as a regional arterial, carrying traffic from the north to SH-121 and other destinations to the south (and vice versa), and a local distributor, connecting The Colony's main residential areas to the regional highway system.

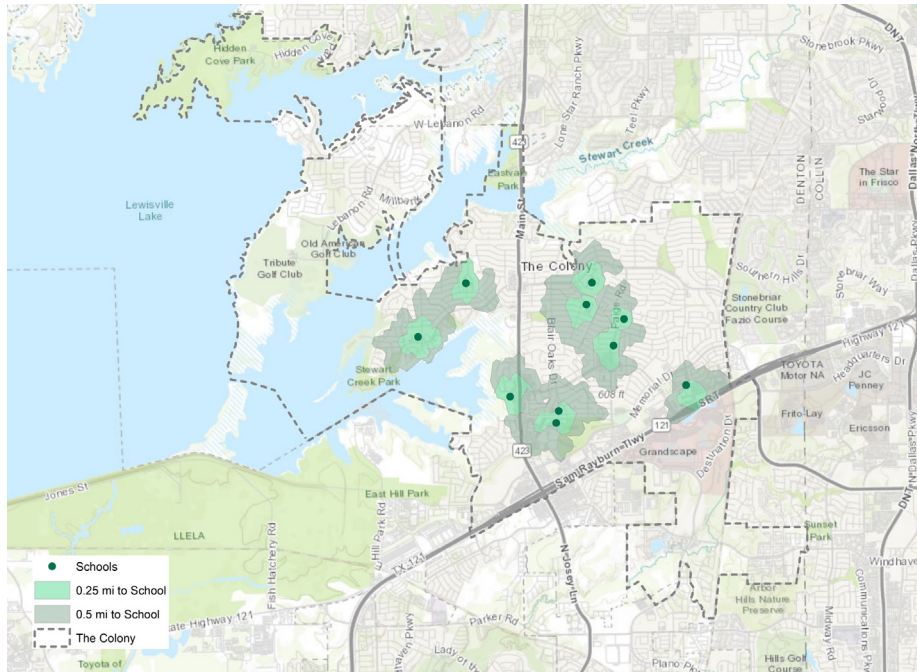


## Active Transportation .....

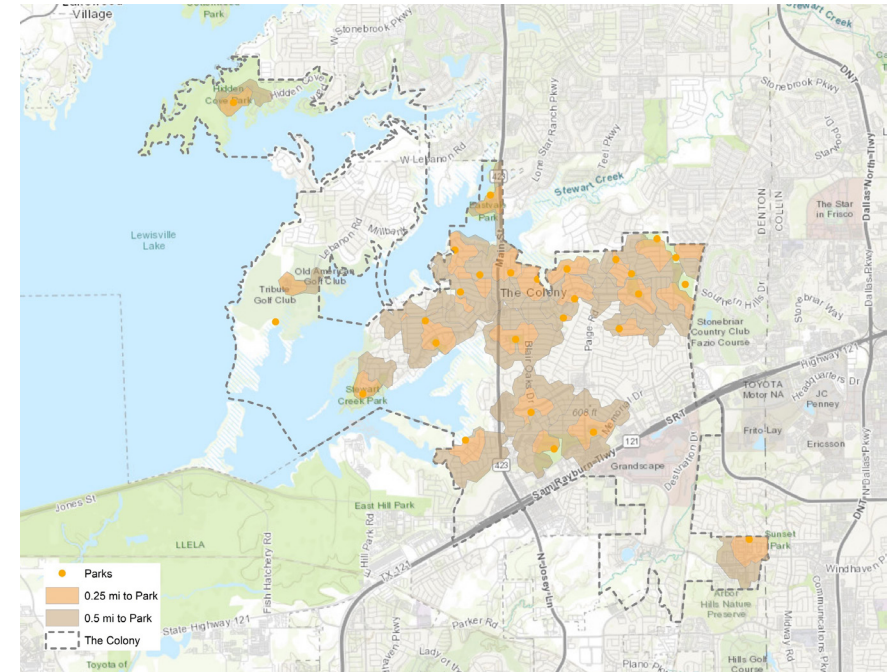
Walking and bicycling infrastructure in The Colony has evolved along with the City's growth and development. While this was initially limited to sidewalks along major streets, the City has worked to add trail connections, designated on-street bicycle routes, and infill sidewalks throughout The Colony's neighborhoods and commercial districts. In particular, these have improved connections to Lewisville Lake and other natural and recreational amenities throughout the City. They have also begun a trail system in the eastern part of The Colony that links schools and parks to major neighborhood streets. The advent of City-led trail planning efforts (such as the 2017 Trails and Bikeways Master Plan and Community Development and Parks Master Plan) as well as regional efforts (such as NCTCOG's VeloWeb

network of off-street trails) has helped the City articulate a more comprehensive vision for the overall active transportation network, and the Trails and Bikeways Master Plan provides implementation guidance by organizing capital projects to expand the trail network into priority phases.

Overall, The Colony enjoys a relatively complete sidewalk network, although the ability to walk to neighborhood-serving destinations is limited by a lack of connectivity from neighborhoods to commercial districts, and an overall pattern of long blocks and limited mid-block connections within neighborhoods.



5 and 10 minute walk to schools



5 and 10 minute walk to Parks



## Sidewalks

The Colony's citywide sidewalk network is primarily a result of residential streets largely being constructed with sidewalks. Many post-World War II master-planned developments, especially residential ones, forwent sidewalk construction as vehicle-based travel became dominant, although later generations of residential subdivisions began adding sidewalks once again, especially after passage of the Americans with Disabilities Act of 1990. Most arterial and collector thoroughfare streets also have sidewalks, although their design is immediately adjacent to curbs and does not provide protection for pedestrians.

## On-Street Bicycle Connections

North and South Colony Boulevards function as multi-way boulevard streets with a separated frontage/access drive that supports on-street parking and shared-lane bicycle routes. Historic aerial photography suggests that these streets were originally constructed with this design, though the shared-use arrows (a bicycle design treatment first developed in the 2000s) were applied later. At intersections, these streets have been modified to allow the bicycle connection to continue through intersections and provide a continuous path.

However, the separated bicycle facilities are not incorporated into the street intersections in a way that moves right-turning vehicles to the right of the bicycle path. Additionally, signage in the bicycle facility in these intersections directs cyclists to use pedestrian signals and push signal buttons to cross the intersecting streets in the same manner a pedestrian would. As a result, several major intersections feature dedicated right-turn vehicle lanes in the main cartway, allowing turning vehicles to cross the bicycle path. Review of crash data suggests that this has not been a cause for safety problems, although that may be due to relatively infrequent bicycle travel or may suggest that cyclists are largely complying with the intended design to cross the intersection as a pedestrian.

## Off-Street Shared Use Paths

The Colony features a limited number of shared-use paths, with the longest and perhaps most notable being the Park Loop Trail connecting from Worley Drive to North Colony Boulevard. Although this is an entirely separated connection not shared in any street right-of-way, it is a narrow design (typically 6-8 feet wide) that does not readily accommodate multiple users.

Other paths in the City, as recommended in The Colony's 2017 Trails and Greenways Master Plan, have been constructed as more nature-focused amenities, many unpaved and located near Lewisville Lake.



**CITY OF THE COLONY  
COMMUNITY DEVELOPMENT  
& PARKS  
MASTER PLAN**



## Public Transit .....

As a community in Denton County, The Colony is in the jurisdiction of the Denton County Transit Authority (DCTA). The City does not currently have any conventional fixed-route or on-demand transit, though it is near the Lewisville station on the DCTA A-Train commuter rail connecting Denton to the DART Blue Line in northwest Dallas.

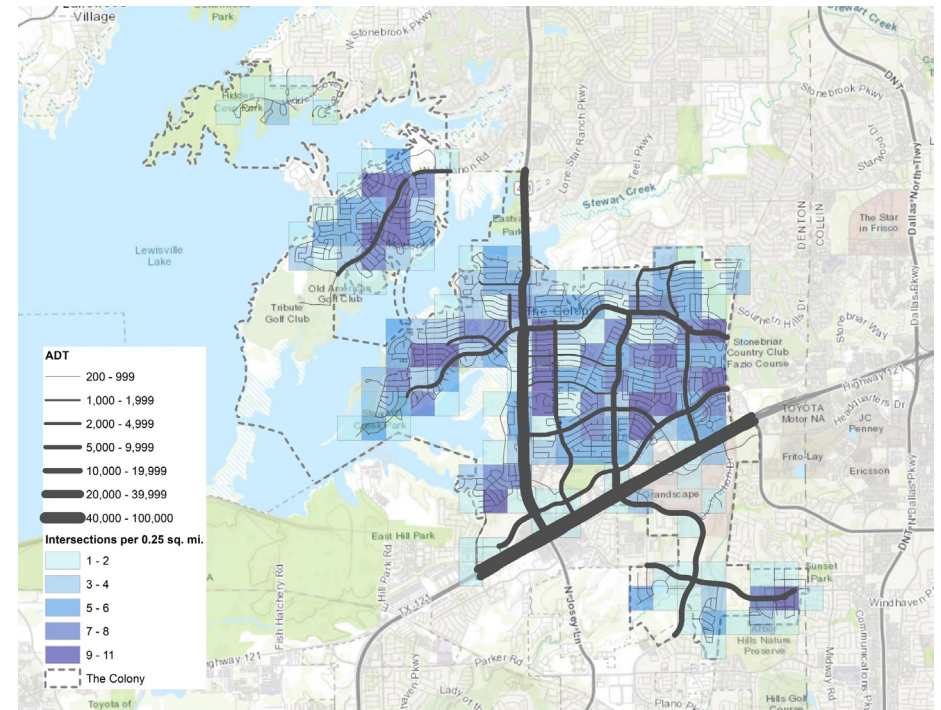
Given the City's current land use patterns, it is not likely that transit will be an immediate part of The Colony's mobility future. However, travel patterns within the City, several key origin-destination pairs to and from major destinations in The Colony, suggest that some form of shared transportation might have sufficient demand, at least at key times, and might be part of what the City explores as future travel options become available.

## Transportation and Land Development .....

As noted previously, the City's overall development patterns have followed trends in suburban development common in the late twentieth century. Residential neighborhood streets offer generally parallel streets and blocks, though not on the same regular grid arrangement as more traditional cities and towns.

The map illustrates the overall street network by two measures of its connectivity: the density of intersections in different parts of the City and the density of dead-end or cul-de-sac streets. It is worth comparing the two, as in some parts of the City they approach being equal. This suggests that many streets offer only one way in and out. While this is by design, reflecting post-WWII preferences for residential privacy and minimal traffic on streets, it greatly challenges how easily neighborhoods can connect to commercial, civic, and other community destinations within the city.

In addition, Figure H illustrates another significant observation: many of the City's lowest levels of intersection density occur in the areas where its most heavily traveled corridors are. This suggests that the highest volumes of vehicular traffic have the fewest ways to circulate through the community, placing pressure on a limited number of intersections, especially near freeway access points to SH-121.



## Alleys

Many of The Colony's neighborhoods feature alleys behind houses and buildings; these serve as the primary means of property access and loading. With few exceptions, residential streets do not feature driveways in front yards as is common in many American suburban residential communities. Driveways are connected to alleys at the back of lots and the alleys themselves make up part of each individual residential property. They connect to the primary street network at the ends of blocks and, in many locations, at midpoints of longer blocks as well.

Perhaps for this reason, residential streets tend to feature more on-street parking than what might be seen in comparable neighborhoods around the Dallas-Fort Worth region. While this may have benefits on residential streets for calming traffic, as most streets follow a standard two-lane cross-section with no designated space for parking and thus become narrower where parking activity occurs, it is important for streets to allow safe and efficient passage for critical services, especially public safety vehicles. For this reason the City should evaluate parking activity and determine any locations where curbside restrictions should be put in effect.



This report was prepared by Stantec for the city of The Colony.

